E&P

July 28, 1979
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"Laws are made by those who show."

Rodgers Adams
Chairman, First Amendment Rights Committee
The Minneapolis Star/Minneapolis Tribune

For years newspaper editorial writers have preached that citizens must get involved in government and must speak up about laws needed to make our democracy work effectively. We have been telling our readers long enough that laws are made by those who show up. Isn't it time that newspapers also took action? We at the The Minneapolis Star and the Minneapolis Tribune finally have taken our own advice. We showed up in the halls of the Minnesota Legislature this year—frequently, and when it counted.

We set up a First Amendment Rights Committee of working editors and reporters from our newspapers; Rodgers Adams, assistant to the editor of The Star, is Chairman. We appointed Adams to monitor first amendment issues at the legislature. As a journalist, he understands how proposed legislation will affect the newsroom's ability to get the facts. Because he has no day-to-day reporting or editing responsibilities, possible conflicts of interest are minimized.

There is no reason to dodge the most accurate description of our activity: Rodge became a lobbyist, on a high-priority and long-term assignment, and it paid off.

This year our legislature passed one of the strongest public records laws in the nation. All government records are presumed open unless they are closed by specific legislative act.

We are convinced that our commitment to making our voices heard, not just through the editorial columns but in person, helped it happen.

Keeping Minnesota open didn't come free. We had to pay a price. Are you willing to join in paying that kind of a price?

Donald R. Dwight, Publisher,
The Minneapolis Star/Minneapolis Tribune

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EDITOR & PUBLISHER CALENDAR OF EVENTS

JULY							AUGUST							SEPTEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6				1	2	3	4							1
7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8
14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22
28	29	30	31				26	27	28	29	30	31		23	24	25	26	27	28	29
														30						

JULY

29-31—Texas Daily Newspaper Association, The Woodlands, Houston, Tex.

AUGUST

5-8—Association for Education in Journalism, University of Houston, Houston, Texas.

18-24—International Typographical Union, Radisson Hotel, St. Paul, Minnesota.

20-22—Newspaper In Education Seminar, sponsored by Fla. Dept. of Education and Florida Press Association, Dutch Inn, Lake Buena Vista, Fla.

26-28—New York State Publishers Association, The Gideon Putnam, Saratoga Springs, N.Y.

26-Sept. 1—INPA/ANPA Marketing Seminar, Scottsdale, Arizona.

SEPTEMBER

7-11—Southern Circulation Managers Association, Hyatt Regency, Knoxville, Tenn.

13-15—Mid America Newspaper Conference, Rock Lane Lodge, Branson, Mo.

13-15—Pennsylvania Newspaper Publishers Association, classified clinic, Sheraton Inn, Greenburg, Pa.

14-15—New York State Production Conference, Holiday Inn, Saratoga Springs, N.Y.

14-17—Midwest Newspaper Advertising Executives Association, San Antonio, Texas.

20-21—Allied Publishers, Alderbrook Inn, Hood Canal, Union, Wa.

20-22—Interstate Advertising Managers Association, Pocono Hershey Resort, White Haven, Pa.

21-23—Illinois Newspaper Production Conference, Clock Tower Inn, Rockford, Ill.

23-25—Central States Circulation Managers Association, Clock Tower Inn, Rockford, Ill.

23-25—Suburban Newspapers of America, circulation conference, Crown Center, Kansas City, Mo.

23-27—American Association of Sunday and Feature Editors, Washington Plaza, Seattle, Wa.

25-28—National Conference of Editorial Writers, The Pointe, Phoenix.

26-28—Pennsylvania Newspaper Publishers Association, Sheraton Valley Forge Hotel, King of Prussia, Pa.

27-30—Women in Communications, Inc. Sheraton Hotel, Dallas, Tex.

28-30—Maryland-Delaware-D.C. Press Association, Carousel Motel, Ocean City, Md.

28-30—New England Newspaper Production Conference, Dunfey's, Hyannis, Cape Cod, Mass.

29-Oct. 2—Inter-State Circulation Managers Association, Pocono Manor, Pocono Manor, Pa.

30-Oct. 5—Newspaper Food Editors Conference, Drake Hotel, Chicago, Ill.

OCTOBER

7-9—Ohio Circulation Manager's Association, Holiday Inn, Perrysburg, Ohio.

7-10—United Press International's EDICON, Galleria Plaza Hotel, Houston, Texas.

7-13—National Newspaper Week

13—International Newscarrier Day

9-12—Advertising Media Credit Executives Association, Town & Country Hotel, San Diego, Calif.

11-13—Suburban Newspapers of America Ad Conference, Detroit Plaza, Detroit.

11-13—New York State Dailies Advertising Managers Bureau, Americana, Albany, N.Y.

11-14—New Mexico Press Association, The Inn, Farmington, N. Mex.

14-16—Action Line Reporters Association, Key Bridge Marriott, Washington, D.C.

14-17—Northeast Classified Advertising Manager's Association Conference, Statler Hilton, Buffalo, N.Y.

16-19—Associated Press Managing Editors, Williams Plaza, Tulsa, Okla.

Vol. 112, No. 30, July 28, 1979; Editor & Publisher, The Fourth Estate (ISSN: 0013-094X) is published every Saturday by Editor & Publisher Co. Editorial and business offices at 575 Lexington Ave., New York, N.Y. 10022. Cable address "Edpub, New York," Second class postage paid at New York, N.Y. and additional mailing offices. Printed at Hughes Printing Co., East Stroudsburg, Pa. 18301. Titles patented and Registered and contents copyrighted ! 1979 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription $20.00 in United States and possessions, and in Canada. All other $40.00.

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Sitting down on the job?

The *Kingston* (Ont.) *Whig-Standard* has won the most recent Canadian Press feature Picture of the Month with Joseph Bronson's May 21 shot of a parachutist perched on top of another jumper's parachute as both swing toward earth. This was one of a series on parachuting by the photographer who has been doing freelance work for the Whig-Standard two years.

Although Bronson's picture looks as though it were shot from the plane, the photographer was actually on a high knoll that he found gave the right angle. Bronson had tried swooping down in the plane but could not get the angle he wanted.

The news and sports pictures of the month for May also were by other Ontario photographers with the news award to the Kitchener-Waterloo Record for John Skrypnyk's fire rescue shot. The sports award was for Frank Burt's shot of a high school track and field event for the Brantford Expositor.

Newsbriefs

Gannett sets policy on libel cases

The Gannett Co. has advised its media lawyers that it frowns on out-of-court settlements in libel and invasion of privacy cases.

"We don't talk about settling merely for the sake of saving time or money," said Douglas H. McCorkindale, senior vice president, finance and law. "If the case is winnable at trial, we will pursue it."

McCorkindale noted that legal fees for Gannett in newsroom and First Amendment cases have escalated from $200,000 in 1971 to more than $1 million this year.

More than 70 attorneys attended a Seminar for Local Counsel sponsored by Gannett in New York on July 17-18. Editors and publishers provided practical views from the newsrooms.

"Newspapers and radio and television stations are profit-motivated businesses like any other, and much of their legal representation can be dealt with in a conventional way," McCorkindale said. "But in their newsrooms, the First Amendment changes the client's demands. The difference, we believe, is that there is a higher principle involved, a principle spelled out in the First Amendment—that Congress 'shall make no law . . . abridging the freedom of speech, or of the press,' " he said.

* * *

More censorship in Iran

After expelling newsmen from both the *New York Times* and the *Los Angeles Times,* the Iranian government told a *Washington Post* correspondent this week that he'll be accompanied by a government representative on all interviews and will have to turn all outgoing reports over to the Ministry for National Guidance before they're dispatched.

The rules will apply to all foreign journalists inside Iran, according to a government spokesman, and failure to comply will bring journalists a one-way ticket out of the country. The rule is, as yet, uncodified, but the government is currently considering a new press bill that would further restrict news coverage both inside and outside the country.

* * *

Editors' lifestyles examined

Nearly 1,000 newspaper editors and their spouses are participating in a study of editors and their families.

The study is being done by the Associated Press Managing Editors Association.

Separate questionnaires have been sent to editors and their spouses. They are being asked to respond separately by August 15.

Results of the study will be discussed at the APME convention in Tulsa, Oklahoma, October 16-19.

Robert H. Giles, executive editor of the *Rochester* (N.Y.) *Democrat & Chronicle* and the *Times-Union,* is doing the study for APME's Newsroom Management Committee.

* * *

Judge closes rape trial

A Maryland judge, citing the U.S. Supreme Court's Gannett vs. DePasquale decision, closed a rape trial to the public last week on an unopposed defense motion. Two reporters were ordered out of the court.

The prosecutor in the case said he didn't oppose the motion because he felt the public's right to know "has to yield" to the defendant's rights to a private trial. The defense stipulated that neither the defendant nor the victim had anything to gain by holding a public trial.

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Editor & Publisher

THE FOURTH ESTATE ®

Robert U. Brown, President and Editor
Ferdinand C. Teubner, Publisher

James Wright Brown
Publisher, Chairman of the Board, 1912-1959

A story at any price

The husband of the kidnapped victim told reporters he was "shook up" when he saw a local television station's broadcast showing that a news team had followed and filmed him when he was carrying the ransom money and trying to make contact with the kidnappers.

And, so were we!

He said this after the story had a happy ending with the release of his wife unharmed, and the arrest of alleged kidnappers.

The tv news team involved may have thought this came under the heading of "enterprise reporting" but it was more like sheer stupidity. It could have brought about a tragic ending. It was fortunate it did not.

It is this sort of arrogance and brashness that gets media in trouble with the public. That woman's freedom and her life should not have been put in jeopardy by unthinking news people in pursuit of a story at any price.

The (syndicated) answer

Researchers busily have been trying to find out what the average newspaper reader wants from his home town or metropolitan daily newspaper. Searching for some magic formula that will help them produce the kind of newspaper all of their readers want, editors have been spending their time and dollars to come up with the secret of being wanted and needed.

The answers supplied by some researchers have been that newspaper readers want news and information about their own special interests—stamp collecting, home furnishing, humor, cooking, hobbies, sports, gardening—you name it.

And all the time, all of the things their readers have always wanted have been readily available to newspaper editors . . . in the form of syndicated columns, features, comics, and other materials.

This issue of EDITOR & PUBLISHER includes our 54th annual Syndicate Directory, providing editors with an idea mine of content more comprehensive than ever before—more than 2500 offerings from 386 syndicates. The shopping list editors are looking for.

Keeping the courts open

There is hope for the public's right to know what goes on inside their courtrooms if more judges act like Morris Schwalb in New York's Supreme Court who rejected a defense motion for a secret presentence hearing for an accused murderer. Laying aside the authority recently given him by a U.S. Supreme Court ruling, Judge Schwalb adhered to the principle that "the courtroom should be kept open whenever it is possible." Proceedings behind closed doors rarely protect the rights of anyone, including the public.

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City editors aren't what they used to be

By Howard Ziff

City editors aren't what they used to be.

One remembers the old-timers in a romantic afterglow—cigar-smoking martinets, a tattoo peeking from beneath their rolled up shirt sleeve, memoir of a youthful, nautical indiscretion, as tough as a master sergeant, as warm-hearted as a priest, and as smart as . . . as smart as . . . well, as sly as a fox.

My first city editor actually was a master sergeant; the newspaper was *Pacific Stars and Stripes*. He had a tongue that would have left a lynch mob gaping. On my first day on the job he summoned me to the city desk with a shout of "Ziff, you puss-bellied bastard, come here . . ." I knew enough to be grateful that he had already learned my name.

Later, in Chicago, I met men who were even tougher. Perhaps the worst bawling out I ever got was from Karin Walsh, city editor of the *Chicago Sun-Times*, who telephoned me at the Warren Avenue Police Station to blister me about a story I had written and to fire me.

It was not relevant to Walsh at the moment that I didn't happen to be working for the Chicago Sun-Times (I was on another paper). He was in full rhetorical flight at the moment, so he fired me all the same and seemed a happier man for the opportunity.

The greatest city editor I ever worked for was John Danovich, a six-foot, six-inch, 280-pound son of Russian immigrants, who would fling open the window of the City News Bureau of Chicago in a paroxysm of journalistic joy to fill the chilled Loop air with honks from his goose call.

Danovich was typical of the city editor of the old school, the good ones.

First, like the good master sergeant he had been, he never asked you to do anything he hadn't done himself and still couldn't do twice as well as you could—whether it was spending hours combing city purchasing records for an investigative story or entering a South Side department store at midnight through the skylight with a squad of tactical police to flush a gang of burglars.

Second, Danovich was more than encyclopaedic about the city. He could read it the way Horace Bixby, the master riverboat pilot to whom Mark Twain apprenticed himself, could read the face of the Mississippi on a black night. The blare of the police radio and the click of the fire department telegraph, located immediately behind his desk, talked to him in a language of the spirits.

Third, and most important for a young man just breaking in, he backed up his people. If you worked for John, you could do no wrong, at least as far as complaining police captains, captious copy readers, telephone cranks and nosy managing editors were concerned. You did your job and John took the heat. Later, of course, over a shot of Jim Beam and a stein of Beck's at the crook of the bar in The Old Wolf, John would quietly set you right. He always began "Listen, chum . . ."

There are several reasons, some of them good ones, why the old-fashioned city editor has gone the way of the old-fashioned iceman. The most obvious is simply that his tough, fast-moving style was particularly appropriate to police and fire news and newspapers today just don't cover these areas the way they did a few decades ago when the fall of the sparrow was marked, as long as it was felled by a bullet.

Moreover, newspapers now cover things that the old-fashioned city editor would find, at best, quite odd, such as the environment, social welfare, political dissent, minority and women's rights. The traditional newspaper puberty ritual over which the city editor presided, the rites of passage to better assignments—long nights in the police headquarters press room, porch climbing, getting your hands on unattended photographs in the home of the newly bereaved—are no longer considered indispensable.

Finally, these considerations taken together meant the arrival of a new kind of reporter in the city room—a young woman or man with a college degree, a social conscience and a heightened sense both of the paper's professional responsibility and their own professional worth. The tough old coots simply could not handle them.

On balance, as the editorial writers love to say, it is probably a good thing that the old time city editor is no more, that newspapers are increasingly being put together by persons with concerns that go beyond the next edition and historical memories that reach behind the last.

And yet, and yet, I guess I am what Groucho calls a "sentimental old Fluff," because some times, when the sound of the police siren lifts itself off the city streets and trails high into the air, like the call of a skein of unseen wild geese, I feel some of the old urge and I find I miss John Danovich and all the others, miss them with the pangs one feels over a youth and young manhood that, like them, are now dead to all but the betrayals of memory.

(Ziff is a journalism professor at the University of Massachusetts at Amherst.)

FCC reaffirms Gannett-Combined merger approval

The Federal Communications Commission has reaffirmed its approval of the merger of Gannett with Combined Communications.

The FCC had reviewed its original June 7 approval of the transfer of Combined's broadcast licenses to Gannett following a complaint by the Securities and Exchange Commission against American Financial Corporation (AFC) chairman, Carl Lindner (E&P, July 14.)

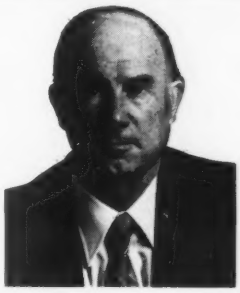
With the merger, AFC becomes a 5% stockholder in Gannett.

An FCC staff attorney told *E&P* that the only condition regarding AFC attached to the Commission's approval is that "if Mr. Lindner or any other AFC official becomes an officer of either Combined or Gannett, they must report that to us. We didn't ask for any assurances from Mr. Neuharth."

In a letter to Gannett, the FCC also said of Lindner, "absent a management position or controlling stock interest, we do not believe any further action is warranted."

SHIRLEY

Los Angeles Times Sports Editor Bill Shirley brings to this summer's *Spartakiade* in Moscow, dress rehearsal for the Olympics, experience covering sports in China, East Germany and Cuba. Newspapers are already getting the finest coverage of the 1980 Olympics from the . . .



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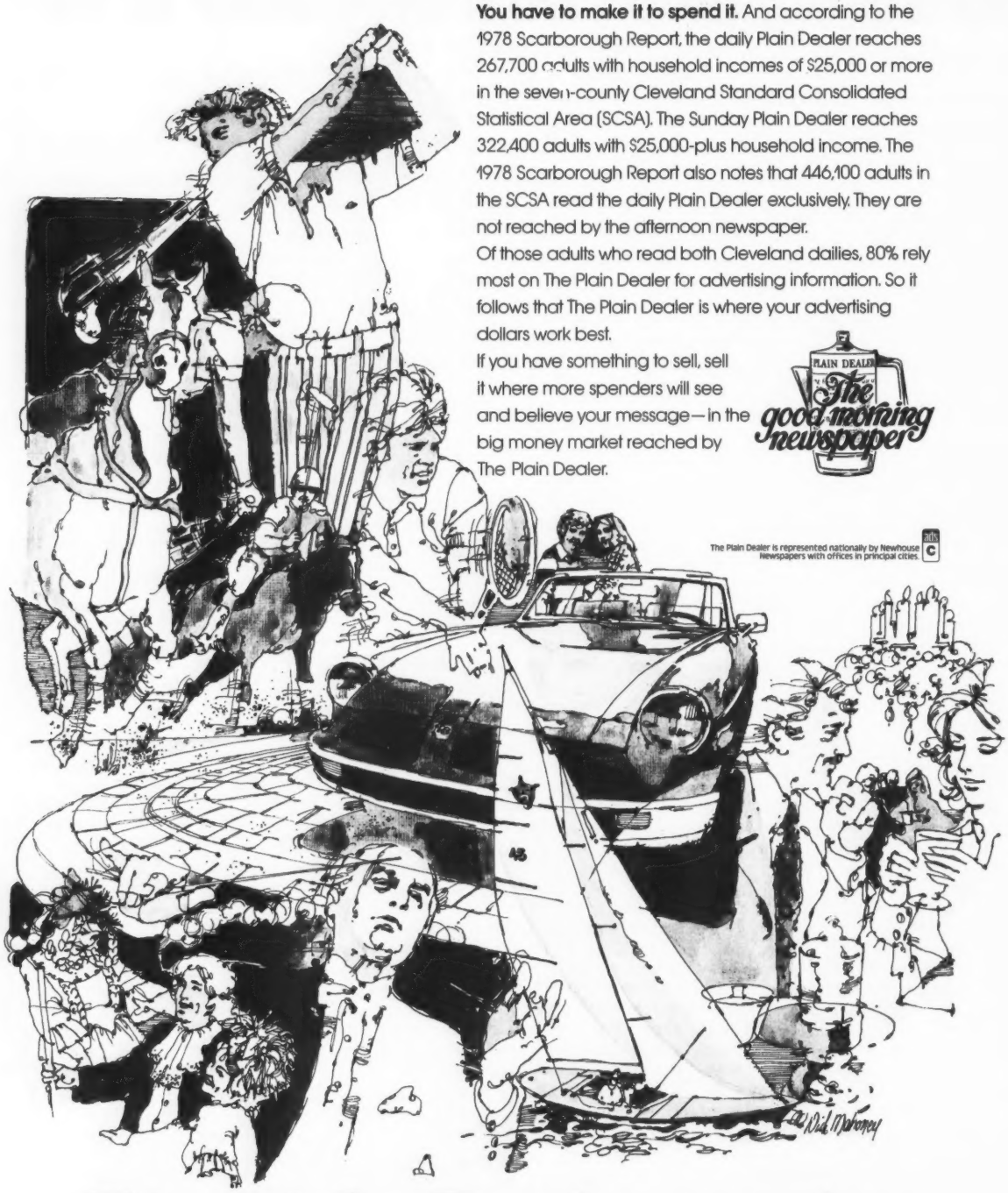

The Plain Dealer reaches people who reach for the good life in everything they do.

Editors disagree with tv station's kidnap coverage

By Andrew Radolf

When kidnappers seized Joan Dedrick from her home in West Milford, New Jersey on Friday, July 20, WNEW-tv, New York monitored FBI conversations and had a camera crew trail the victim's banker husband, William, during his efforts to drop off the $300,000 ransom.

Although the camera crew went undetected, the Federal Communications Commission has received a complaint on the station's coverage and is investigating for violations of federal statutes prohibiting the use of non-broadcast frequencies such as FBI communications for personal benefit.

If violations are found, possible penalties include a letter of admonition, fines, or revocation of WNEW's license.

The FBI also has criticized WNEW's activities.

"They (WNEW) put that woman's life in danger," an FBI spokesman commented. He said that the FBI knew of the camera crew's whereabouts but added that "to take any action could possibly have caused more jeopardy to the woman."

Mark Monsky, WNEW's news director, refused to discuss his camera crew's coverage which ignored William Dedrick's pleas that the news media not follow him as he sought his wife's release.

"I have nothing to say on the record," Monsky stated. "I don't know of any reason for an investigation. Not one foot of it (the news film) was used until after Mrs. Dedrick was released."

The kidnappers freed Joan Dedrick unharmed on Sunday evening, July 22. The FBI recovered the ransom money.

E&P spoke with several newspapers to learn how they handle kidnapping stories.

Benjamin C. Bradlee, executive editor of the *Washington Post*, said of WNEW's coverage, "it sounds like it sure as hell was an intolerable interference. We wouldn't do that. We have called off kidnapping stories when asked to do so by the FBI."

The city editor of the *Chicago Sun-Times*, Earl Moses, remarked, "our general policy is not to endanger the life of any kidnapping victim. We've called off photographers in cases like that."

Moses explained that when the wife of Chicago tycoon Louis Zahn was abducted several years ago, "We refrained from reporting at all, though all the newspapers knew about it. We did not publish anything at the request of the FBI and the family until the case was brought to a conclusion."

John R. "Reg" Murphy, editor and publisher of the *San Francisco Examiner*, stated "anybody who would trail FBI agents or a member of the victim's family is committing an absolutely unconscionable act. It endangers lives for no reason whatsoever. It is merely for the salacious titillation of the audience and . . . absolutely cannot be tolerated."

Murphy himself was kidnapped and held for ransom in 1974 when he was editor of the *Atlanta* (Ga.) *Constitution*. He commented that as a result "of being tied up and locked in the trunk of a car and listening to people speculate about why I was kidnapped and killed" and the great many "kidnappings and terrorists activities going on" he has established ground rules for covering such events.

"Our ground rules are simple," Murphy continued. "We won't print the kidnappers' demands, but we do try to represent whatever they are trying to say.

"We will not interfere with the efforts to apprehend (the kidnappers) or pay ransom demands. Our job is to report what has happened.

"If negotiations are going on, we'll report them but so exact as to interfere with whatever is happening."

Jean Joyce, New Jersey editor of the *New York News*, was one of the editors involved in assigning reporters to the Dedrick story. She took a position different from other editors regarding the role of press photographers covering a kidnapping.

"If they keep back a good distance, use long range lenses, and no one's aware of them, I don't see what harm they can do," she said. "I don't know

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Judge cites Canadian newspapers for contempt

A mid-level judge in the Canadian court system has held two newspapers and a radio station in Winnipeg, Manitoba in contempt for their coverage of a juvenile murder case, thereby throwing the use of eyewitness accounts and personal background sketches in crime stories into serious question.

Dona Harvey, editor of the *Winnipeg Tribune*, met with her reporters last week and delivered the bad news—that Tribune crime stories will no longer contain verbatim quotes from eyewitnesses; character references will be avoided; and no stories will contain any suggestion of motive where a suspect has been caught.

The guidelines were drawn from the decision of Judge John Hunt of the Manitoba Court of Queen's Bench on the advice of counsel for the newspaper.

"I do not approve of trial by newspaper," said Hunt as he fined the parent companies of the Tribune and the Manitoba Free Press $1,000 each, the reporters involved $500 each and their supervisors $200 each.

The radio station, CKRC, was slapped with a $2,000 fine for broadcasting the name of the juvenile offender, a violation of Canada's Juvenile Delinquents Act. Staff members at the station were hit with fines similar to those levied at the newspapers.

The judge feels the shooting of a youth in a high school in this city of 600,000 was "an extraordinarily newsworthy event," and while noting that the press accounts did not maliciously impair the accused's rights to a fair trial, he thinks they did "tend" to prejudice his rights. The judge claims the information contained in the news accounts would not be admissible in court, and though the shooting occurred some 18 months ago and has not yet come to trial, Hunt contends that prospective jurors may still be affected by the stories.

The cited newspapers are perplexed, however, that the judge singled them out when every media outlet in the city ran essentially the same story.

An attorney defending the media involved called the ruling an attempt "to teach the media a lesson."

Under the directive to the Tribune staff, reporting of the occurrence of an event and what observers saw and heard will be published. No direct quotes from any potential witnesses will be run.

Both newspapers plan to appeal the contempt citation to the provincial Supreme Court, and possibly on up to the national Supreme Court.

Confusion reigns over natl. newspaper study

Three Sigma Research and Scarborough Research continued their battle to enlist recruits for the industry's first national audience study during the International Newspaper Advertising Executives meeting in Kansas City this week.

As of Thursday, (July 26) both sides were claiming victory.

Three Sigma president Bill Simmons supplied *E&P* with a list of some 33 metro newspapers that he said are "firmly committed" to supporting the project with a total of $325,000. He said seven other newspapers, which he would not identify, account for an additional $78,000 of promised support bringing the total amount of support pledged to just over $400,000.

He said this was $60,000 more than the "minimum requirement" and added that he plans to return anything in excess of $400,000.

Scarborough president Harold Israel reported he counts 20 papers in his own camp, representing about $224,000, willing to back a similar study next spring.

Israel also accused Simmons of "railroading this thing through. He just doesn't have the support he says he does. He has 20 papers on his list now and that's ten more than he had a week ago and that's simply because of all the press he's gotten in the trade journals."

But according to John Timberlake, chairman of the project's Ad Hoc Committee and research manager of the *Chicago Tribune*, Three Sigma was named the supplier two weeks ago because it was "the only one with signed letters of intent in excess of $100,000."

"Three Sigma did not win by a landslide," he said. "There were other papers . . . who said they were leaning toward Scarborough rather than Three Sigma. However the only letters of intent on July 10 were for Three Sigma," Timberlake said.

In addition, the executive explained, Three Sigma's estimate for the project was $80,000 less than Scarborough's and the firm also was willing to begin surveying in the fall. Scarborough is advocating that the study be held off until next spring "in order to do it correctly."

The 29 markets scheduled to be measured represent 61 newspapers. Of those papers, Simmons claims to have:

Atlanta Journal and *Constitution, Baltimore Sun, Boston Globe, Boston Herald American, Buffalo Courier Express, Chicago Tribune, Chicago Sun Times, Dallas Times Herald, Denver Rocky Mountain News, Fort Lauderdale News* and *Sun Sentinel*, Gary-Hammond Newspapers, *Houston Post, Indianapolis Star* and *News, Los Angeles Times, Van Nuys Valley News, Miami News, Miami Herald, Milwaukee Journal, Milwaukee Sentinel, Minneapolis Star* and *Tribune, Philadelphia News, Philadelphia Inquirer, Philadelphia Bulletin, Pittsburgh Press, Sacramento Bee, Sacramento Union, San Jose Mercury News*, the *St. Paul Dispatch* and *Pioneer Press*.

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Third research firm raps the other two

While Three Sigma Research and Scarborough Research were busy rapping each other this week, the head of a third research firm, Fred Currier, chairman of Market Opinion Research, said that publishers should be free to buy any research firm's service they please.

Currier rapped the Ad Hoc Committee made up of newspaper research directors that selected Three Sigma to handle the research. He charged John Timberlake of the *Chicago Tribune* and Fred Weiss of Knight-Ridder, with "meeting behind closed doors" and with hearing presentations from only two research firms.

Currier said excluding his research firm from contention was "immoral, unethical and illegal." He said his attorneys are looking into possible violations of the anti-trust laws.

"Our research firm is probably second in volume only to Belden and we were not invited to make a presentation," he said.

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Ad Bureau data bank to go 'on-line' Sept. 4

The Newspaper Advertising Bureau, as of September 4, will go "on-line" with "CAN DO," a system whose goal is to speed up and simplify the planning and buying of multi-market newspaper ad schedules.

The new system (Computer Analyzed Newspaper Data On-Line) is scheduled to supply newspaper reading audience statistics for standardized market definitions and demographic classifications so that the data are comparable from paper to paper and from medium to medium.

Implementation of the system, which can make available audience data for any paper or combination of papers, was announced at this week's International Newspaper Advertising Executives sales conference in Kansas City.

The Newspaper Advertising Bureau, Inc. has arranged to supply this newspaper audience data through Interactive Market Systems, Inc. and has borne the cost of putting it into the IMS computer and developing the necessary computer programs.

Advertisers or advertising agencies may obtain computer printouts of the information directly, if they have computer terminals, or through the Bureau. They will pay a standard $15 fee for each report, plus a variable charge based on the type of report and the number of papers in the analysis.

Charles M. Kinsolving, Jr., the Bureau's vice-president, marketing planning, said the Bureau is basing its comprehensive audience data program on current newspaper research studies. These are less than three years old and are of a quality acceptable to agency research people, he said.

The 160 studies in the compilation cover 48% of the total newspaper circulation in the United States, Kinsolving said. These studies, plus audited circulation figures for all papers and updated population statistics, are being used to estimate reliable data for newspapers which have not supplied their own research. County data are the basic building blocks for reporting market coverage, he said.

"In addition to an increasing amount of high quality research, we have been able to devise a new method of generating reliable estimated demographic data," Kinsolving said.

"The key to our ability to do this is the discovery by statistical analysis that the number of readers-per-copy is predictable. This enables us to make accurate estimates of readers-per-copy for any newspaper from five thousand circulation to a million or more.

"So by combining our available information on readers-per-copy with audited newspaper circulation and population statistics we can produce current, acceptable audience data, including demographics, for any market definitions based on combinations of counties.

"And that goes not only for newspapers for which we have audience studies, but also for those which don't—because we can simulate audience data as long as we know the circulation and can make reasonable estimates of readers-per-copy."

As a result, Kinsolving said, "CAN DO" has the capability to: 1) produce

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Ad agencies endorse improved buying services

The Long Range Plans Committee of the Newspaper Advertising Bureau released the result of its advertising agency president's poll this week at the summer sales conference of International Newspaper Advertising Executives.

The findings suggest newspapers should proceed with plans to establish a national information and buying clearing house which would offer "one order/one bill" and a nationwide system for the transmittal of ad mechanicals by satellite.

The results of the survey, based on responses from 415 ad agency presidents who responded to a questionnaire that was mailed last spring to 3,400 agencies, disclosed that 56% of the agencies want an easy-to-reach central service for current information on daily newspapers.

The survey also showed that 50% are willing to share some of the costs for such a source if it were based on their actual usage—agencies over 25 million more so (74%) than agencies under 5 million (49%).

The committee said the data most often needed from newspapers is rate and contract information, mechanical requirements, circulation data, information on deadlines, readership by demographic sub-groups and market information.

The survey also showed that the sources of newspaper data are media reference books (cited by 90% of the presidents), trailed by newspaper reps and local newspaper staffs.

Only 21% of the 299 agencies with less than 5 million in gross billings used newspaper reps most often for information, the survey found.

In general the smaller the agency the more likely it is to place a higher percentage of its billings into newspapers, the committee noted.

In the billing area, 58% of the agencies said they consider one bill for all the insertions of an account in one newspaper over a period of time an improvement, while 42% preferred one bill for the schedule of ads run for one account in all papers. Only 7% were in favor of one bill for all these insertions of all accounts in one newspaper over a period of time.

Agencies having 25 million or more in gross billings tended to be the only supporters of a system of electronic billing that feeds the billing information directly into the agencies computers. About 7% of the 415 responding agencies indicated they are presently using a computer system to keep track of newspaper space charges.

When asked how interested they would be in an electronic service that would provide simultaneous transmittal of mechanicals to many newspapers from a central point, 83% said they were interested.

A total of 78% of the agencies said the biggest single reason for not using newspapers more frequently is the lack of format standardization. The next reason given was bad reproduction (55%), followed by lack of standardized research (54%); poorer selling effort (44%); and the rate differential (41%).

Only 10% cited poor sales results as a reason why they did not recommend newspaper ads for consistent product advertising.

The Long Range Plans Committee is a group comprised of newspaper ad directors and newspaper executives.

Editors disagree

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how visible WNEW was, but in the past the News has taken similar action."

Referring to the kidnapping of designer Calvin Klein's daughter in 1978, Joyce continued, "We took pictures of the (ransom) drop. After it was over, everyone was surprised. The photographer was not visible to anyone, not to Klein or anyone else."

Dick Oliver, Metropolitan editor of the News, elaborated on the paper's Klein coverage, saying, "The photographer took long range photographs at a place where people with cameras were all over. Bryant Park (behind New York's public library) is always full of tourists taking pictures . . . We tell our reporters and photographers to cooperate as much as possible with law enforcement officers and not endanger the lives of anybody involved."

Oliver said that in another recent kidnapping in New York the News at the request of the police "withheld the story for two days."

Importance of target marketing is stressed

Newspaper advertising executives were advised this week to develop marketing plans to assist advertisers in obtaining effective results from their newspaper ads.

According to Robert G. Marbut president and chief executive officer of Harte Hanks Communications, Inc., "target marketing" will be the key term for advertisers in the 1980's.

In a speech to 340 International Newspaper Advertising Executives at the summer Sales Conference in Kansas City, Marbut said advertisers "will be looking to us to become more effective in telling how we can help them reach their market segments.

"Since they don't have any desire to reach anyone other than their own prospects, they will be less understanding about 'wasted bullets' than they have been in the past," Marbut said.

For newspapers to accomplish target marketing Marbut said it may mean "tearing down some traditional no no's." He said it could mean more zoning, more supplement products, new rate structure, better distribution systems and basic attitudes toward markets and customers.

Gar Laux, executive vice president, sales and marketing, Chrysler Corporation, Detroit, told the sales executives that "selling cars without newspapers is like trying to raise crops without water."

Laux asked the newspaper admen and women for "help in marketing, not just advertising." He said they could help automobile accounts to understand the market better.

Laux said more money is being wasted in auto advertising today than ever before. He said the reason is that many advertisers are "just advertisers, and they have no overall marketing plan. They are changing themes day by day, week by week, and they are changing media with similar frequency. They are in the Dark Ages of imagination and marketing. They do not seem to realize that advertising must be part of a planned marketing program, and that it must be reinforced by promotion and sales followup."

He praised the newspapers for holding down ad rate increases to 10% next year. By contrast Chrysler's ad agency Kenyon & Eckhardt predicts tv rates will rise by 16%.

"Lowering your rates will be an inducement and equal in value to the marketing assistance which you can share with you and our dealers," he said.

Turning his attention to the editorial side Laux said there was a need to report the cost of government regulations in the auto industry "more thoroughly."

Weekly sold

The 95-year-old weekly *Sturgis* (Kent.) *News* has been sold to a corporation headed by Mr. and Mrs. John Pesta of Brownstown, Indiana.

Postal rate increases plague U.S. publishers

By I. William Hill

With increased second class postal rates having already been absorbed as of July 6, newspaper publishers still can see no light at the end of the tunnel.

Recent court decisions threaten further postage rate increases and bills in Congress to provide postal reform legislation appear to be stalled.

In one of the court decisions, the U.S. District Court in Washington rejected an effort by newspaper organizations to halt a pending Postal Rate Commission case on grounds that establishing a surcharge for newspaper treatment was not a "classification" proceeding, as the Commission claimed, but a rate proceeding and hence beyond the commission's authority.

Last January the Rate Commission announced it was initiating a proceeding that could lead to imposing the surcharge on the so-called "red tag" second class mail service. In their attempt to prevent this, the American Newspaper Publishers Association, the National Newspaper Association and Dow Jones & Co. filed suit on May 11. They were relying on a provision in the 1970 Postal Reorganization Act delegating power to initiate a rate proceeding solely to the U.S. Postal Service. In this case, the Commission's having started the proceeding was upheld by the court.

The rates question, District Court Judge Gerhard A. Gesell said, would be intertwined with a possible change in the classification of mail, a subject the Rate Commission has power to review on its own.

"Thus," Gesell said, "the court couldn't enjoin the PRC from considering in any shape or form cost or rate issues in the upcoming proceeding. Such leaves open solely the possibility of an injunction prohibiting the PRC from recommending the governors the promulgation of a rate change."

The plan before the Rate Commission recommends that a surcharge of 1.7 cents per piece be levied on all second-class publications using newspaper treatment, meaning they receive expeditious handling and distribution.

The Rate Commission's hearing on the matter was originally set for June 25 but has been postponed til at least sometime in August.

If the surcharge is approved, ANPA says, the results will be millions of dollars in additional costs.

"Some small rural newspapers would be particularly hard-pressed because they already have absorbed a four-fold increase in postal charges in the last eight years.

"A mailing charge increase of just one cent per copy would cost daily and weekly newspapers more than $16.8 million annually and force many to raise subscription rates."

An even greater cost threat to newspapers is seen in a decision by the District of Columbia circuit of the U.S. Court of Appeals. This ruling held that methods used by the Postal Service and its Rate Commission in allocating service costs—that is, maintenance of six-day delivery and newspaper treatment—to various classes of mails is proper.

In general the court held that first and second class mail must pay the service costs. According to some analysts, this means postal costs for second class mailers could jump by as much as $40 million during rate proceedings in the foreseeable future.

By 1976 court action the Postal Service must set rates to accurately reflect the costs of providing the services rendered to the various classes of mail. To do this, the Postal Service apportioned two kinds of costs—attributable (costs which can be charged directly to mail users) and assignable (costs which are charged for the value of services provided).

This policy led to plans to increase rates for first and second class mail, a practice now upheld by the appeals court. Both ANPA and NNA are expected, however, to appeal the decision to the Supreme Court, with a deadline for filing of September 6.

The July 6 increases in second class rates comprised the last step in the phased increase of outside-county charges which began in 1971. ANPA says the average increase for newspapers for copies mailed beyond the county of publication was 20 to 25 per cent.

In addition, there was an increase of in-county rates of approximately 16 per cent. Under present law, the phasing of in-county rates continues until 1987.

ANPA and NNA are hoping, however, to rally support for postal reform legislation that is languishing in Congress.

One bill, H.R. 79, bottled up in the House Rules Committee after being introduced by Representative Charles H. Wilson (D-Calif) includes in its provisions the stretching of extended phasing of rates for some classes of mail, including second class.

This bill, instead of having had outside-county phasing end this year, would have stretched it to 1981, with in-county phasing extended to 1991, instead of 1987.

The Postal Reorganization Act allowed for this phasing. The phased rates are less than the actual or full rates, the idea being that phasing would lessen the impact of eventually having to pay full postal rates.

The Wilson bill also would increase public service appropriations paid annually to the Postal Service. Under the Postal Reorganization Act, these appropriations decrease each year. For instance this year the Postal Service receives about $920 million in public service appropriations. The Wilson bill would up that to $1.1 billion for fiscal 1980; $1.2 billion for fiscal 1981; and $1.3 billion for fiscal 1982.

Last year, Representative Wilson introduced a similar bill with Representative James M. Hanley (D-N.Y.) but that one included set a ceiling of 60 per cent on the costs the Rate Commission could attribute to second class mail. This provision is omitted from the bill now in the Rules Committee.

A 65 per cent ceiling on such costs was proposed last year in the Senate version of the Wilson-Hanley bill, introduced by Senator John H. Glenn, Jr. (D-Ohio). Glenn has not introduced any such bill in this session of Congress, however.

Another postal reform bill introduced in the Senate, however, by Senator Ted Stevens (Rep-Alaska) would extend the phasing of outside county as well as in-county second class rates by an additional two years. This is S 1096.

Meantime Senator Jennings Randolph (D-W. Va) has introduced legislation to give small-circulation newspapers the opportunity to take advantage of presort discounts offered by the Postal Service.

Under provisions of S. 1425, the Postal Service would have to give newspapers whose circulations are under 250,000 a discount for presorting even if they do not meet the Postal Service's high quantity qualifications for such discounts.

Regulations require that all second class publications be presorted before mailing. In recent years however, the Postal Service has offered discounts to second-class mailers meeting certain presorting requirements of volume.

To add to the rate increase clouds in the postal future, Postmaster General William F. Bolger recently revealed in an interview with U.S. News and World Report that another rise in postal rates is likely in the spring of 1981.

N.Y. judge refuses to close court

New York State Supreme Court Justice Morris Schwalb, in a decision lauded by the local press and civil libertarians, will keep his courtroom open to the press and public during a hearing in an attemped murder case.

"I am pleased that Justice Schwalb appears more responsive to the public's right to know what is going on in the courts than the Berger court is," commented an attorney for the New York State Civil Liberties Union.

The judge, entertaining a motion for

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Plan seminar for ABA convention

Photogs foresee 'new era' in courtroom coverage

By Lenora Williamson

An optimistic report heralding dawn of "a new era in courtroom photography" came from the freedom of information committee of the National Press Photographers Association during this month's convention in Philadelphia.

To speed that dawn along, the photographers plan a seminar on cameras in the courtroom before the American Bar Association in Dallas August 12.

The ABA will have demonstrations of photographic technology for its House of Delegates that week. The House twice in the past year has turned down a proposed canon endorsing a camera in the courtroom standard.

NPPA's freedom of information chairman, Jack Belich of the *St. Petersburg Times,* and William Seymour, professor of journalism at West Virginia University, will represent the photographers' association in Dallas. NPPA national secretary, Steve Tello of ABC-TV News, Atlanta, will be there on behalf of the National Association of Broadcasters.

Several simulated courtroom situations are being considered to demonstrate the non-disruptive effect still and television cameras can have.

The U.S. Supreme Court decision on closed pre-trial hearings was handed down while NPPA was in convention, and incoming president, Robert Brush of *The Record,* Hackensack, N.J., told *E&P* he considers the decision "still another set back for the news gathering industry."

Brush added, "At a time when cameras in the courtroom have been so successful across the land, with close to 30 states participating on an experimental basis, still another road block has been placed before us.

"We as news photographers and television cameramen should continue to strive for acceptance by the courts; the fight has been long and hard and cannot stop now.

"The National Press Photographers Association joins others in the media with total opposition to the Supreme Court ruling. The narrow vision shown by the Court is totally unacceptable."

Eugene Roberts, executive editor of the *Philadelphia Inquirer,* and winner of the NPPA Editor of the Year honors during the Sprague Awards banquet, got endorsement when he told the audience time has come to make photographers "full partners" in the newspaper business.

Roberts declared photographers too long have been treated as "second class citizens."

Pictures are as important as the printed word, Roberts added, in stressing that free flow of information is necessary to survival of democracy. "People can only be as right and wise as the calibre of information we give them. If we fail to fight, we as a press have failed," Roberts said.

Top annual honors to photographers, photojournalism executives and teachers were announced at the traditional Joseph A. Sprague dinner in the Philadelphia Marriott.

The most prestigious Sprague Award was shared by a working newspaper photographer, Brian Lanker, who is director of photography for the *Eugene* (Ore.) *Register-Guard,* and publisher Howard Chapnik of Black Star.

Lanker, a Pulitzer Prize winner who also held the title of Newspaper Photographer of the Year in 1971 and 1976, was acclaimed "unsurpassed as an example of the dynamic photojournalist of today," involved as he is in photography, editing and teaching."

Chapnik, as president of Black Star publishing company and picture agency, has been influential in the careers of many photojournalists. He was hailed "a true friend" of the profession, having donated countless hours to groups, individuals, seminars, symposiums, and the annual Missouri Photo Workshop.

Other major awards were:

Joseph Costa Award—to John Faber, an NPPA founder and an Eastman Kodak technical representative. Faber is the association's historian.

Robin F. Garland Education Award for outstanding service as a photojournalism educator—to Charles L. Scott, professor of photojournalism at Ohio University, Athens.

Kenneth P. McLaughlin Awards of Merit—to James Gordon, professor of photojournalism at Bowling Green (Ohio) University and editor of *News Photographer* magazine; to William Seymour, professor of photojournalism at West Virginia University; and to Robert Strongman, chief photographer of the *Decatur* (Ill.) *Herald & Review.*

NPPA Fellowship Award—to David Bowen, Associated Press, New York, in recognition of "outstanding technical achievement in the interests of press photography, for assuming a leading role in the development of tomorrow's picture technology which may benefit us all, pioneering breakthroughs in electronic and laser production and transmission of news photographs for the Associated Press."

Two Special Citations were presented, one to Hunter Low of Eastman Kodak Company for assistance in the television news photography competition and the other to Myron Charness of Nikon, Inc., in recognition of his continuing support of the Pictures of the Year Competition and the series of Best of Photojournalism books.

NPPA citations went to: Jack Belich, *St. Petersburg Times,* Sean Callahan, *American Photographer* magazine; David Cawood, National Collegiate Athletic Association; Gary Haynes, *Philadelphia Inquirer;* Charles Herron, *National Geographic;* Mark Hertzberg, *Racine* (Wis.) *Journal-Times;* and Michael Mally, Los Angeles.

During the television awards dinner June 1, Ken Swartz, KPRC-TV, Houston, was honored as Photographer of the Year and KING-TV News, Seattle, as the Station of the Year.

The convention also marked several milestones for the 33-year-old association with membership reaching 6,000, and activation of the newly formed NPPA Foundation, and anticipated expansion of the October Flying Short Course internationally with a stop in London.

The new Foundation has a basic function of awarding scholarships to those who demonstrate ability or promise in photojournalism and advancing press photography in all its branches.

Lew Bush, director of photography, Sun Newspapers, Baltimore, has been named Foundation administrator by president Robert Brush. The committee consists of the current executive committee and past national officers on the board at the time the planning began under William Strode, then national president and a member of the *Courier-Journal,* Louisville, photo staff.

The *Times of London* will be the sponsoring newspaper abroad with anticipated extension of the Flying Short Course to the city of Bath, October 27. The week-long schedule for the flying faculty includes Atlanta, October 21; California State University, Long Beach, October 22; Minneapolis, October 24, and Washington, D.C., October 25. Co-chairmen are Rich Clarkson, *Topeka Capital-Journal* and Charles Herron, National Geographic magazine.

In addition to Brush, officers installed for the new year include: Larry Hatteberg, KAKE-tv, Wichita, vicepresident; Steve Tello, ABC-tv News, Atlanta, secretary; Edward Dooks, WBZ-tv, Boston, treasurer. Ken Cooke, *Fayetteville* (N.C.) *Observer-Times* is the retiring president.

E&P polls shows:

Most sports editors against using reporters as scorers

By John Consoli

The controversy over sportswriters acting as official scorers "is something that has been overplayed—something that has been blown out of proportion," *Chicago Tribune* sports editor George Langford told EDITOR & PUBLISHER last month after an official scorer's ruling in Pittsburgh that cost a pitcher a no-hitter was criticized by that pitcher.

Langford may have been right at the time he made the statement, but since then another incident involving an official scorer's ruling tarnished a baseball game that was being televised nationally by ABC-tv (E&P, July 21.)

The question of whether sportswriters should serve as official scorers at major league baseball games once again became an issue.

Howard Cosell, one of those covering the game for ABC, commented after the controversial call which kept a pitcher's no hitter going, "I don't think the Fourth Estate should act as official scorers." Cosell went on to say that the press should not be "saddled" with this sort of situation.

From the results of an E&P poll, most sports editors whose papers cover major league baseball teams agree.

Of 15 sports editors who responded to the survey, only three said they permit their sportswriters to serve as official scorers. A fourth said he is permitting it only this year to allow the sportswriter to fulfill a prior commitment.

(In addition, as previously reported in E&P, the *Pittsburgh Post Gazette* has also stopped permitting its writers to act as official scorers and the *Pittsburgh Press* said it will do so at the end of the current season.)

Ed Brandt, executive sports editor of the *Baltimore Sun* said the "practice has been questioned (at the Sun) from time to time, but continues." As to why, he said, "it is probably a combination of momentum and tradition, and to the fact that if the Sun's reporter doesn't do it, someone else will."

Russell Brown, executive sports editor of the *Baltimore News American* said he does not permit his writers to act as official scorers, although he is permitting one "to finish the season as a scorer to fulfill a commitment he made at the start of the year."

"Right now our writers are official scorers and always have been," said Chicago Tribune sports editor Langford. "I believe in the integrity of our writers, having done it myself. I don't feel that any intelligent journalist will let it affect his writing."

Langford said one reason why Chicago Tribune sportswriters may stop acting as official scorers, however, is new technology. He said the new computer set ups some newspapers have at ballparks require the sportswriters to feed in a running account of the game. "If he puts his head down (to look at the computer keyboard), he might miss something," he said. "We are considering changing our policy."

San Francisco Examiner sports editor Charles Cooper said, "We allow our baseball writers to score. We do not feel there is a sufficient conflict of interest problem to warrant prohibiting it and we feel they are qualified.

"There are cities—Detroit comes to mind—and there are other examples—where employes of the major dailies are not allowed to score, and the level of scoring suffers," Cooper said.

In fact, there are more newspapers than Cooper realizes that do not permit their sportswriters to act as official scorers.

Sports editors for the *New York Times, Boston Globe, Philadelphia Bulletin, Minneapolis Tribune, Detroit Free Press, Houston Post, Houston Chronicle, Atlanta Constitution, Philadelphia Inquirer,* and the *Milwaukee Journal* do not permit their sportswriters to act as official scorers at baseball games.

Hal Lebovitz, sports editor of the *Cleveland Plain Dealer* doesn't allow his baseball writer, Dan Coughlin to score Cleveland Indian games. Instead, Russell Schneider, the paper's football writer (and a former baseball writer) is the official scorer.

In Pittsburgh, there is also talk that a football writer Bob Smizik of the Pittsburgh Post-Gazette, will replace baseball writer Charley Feeney as an official scorer next season.

"There is no conflict of interest, in my opinion, when the writer isn't on the beat and doesn't have to talk with the players," Lebovitz said. "Umpires don't have to walk into a dressing room and defend themselves after a call. And writers shouldn't put themselves in that position either. This includes columnists."

Lebovitz said it isn't a question of ethics. "I've never seen an unethical scorer," he said. "But there is definitely a conflict of interest for it makes the job as a writer more difficult—sometimes impossible."

Lebovitz, like Philadelphia Inquirer sports editor Jay Searcy, believes that when a baseball writer acts as official scorer at a baseball game, "he becomes part of the story, rather than covering it."

Searcy adds, "A sportswriter should never be in a position to determine the outcome of the events he covers."

John Clendenon, executive sports editor of the Atlanta Constitution said acting as official scorer can cost a writer his news sources when athletes become disgruntled over decisions and refuse to talk. This is one reason why he does not permit his sportswriters to serve as official scorers. He also feels a writer should not become part of the story, as in the case of Miller in Los Angeles.

"We consider it both a conflict of interest and an additional burden on the writer," said Houston Post sports editor Bob Anderson: "This is a difficult situation that no writer should have to endure. We believe it is hard enough for a writer to do a thorough job covering a game without shouldering the added responsibility of scoring a game."

Anderson also points to the strained relationship possibility.

"Relationships between players and writers are often strained by the nature of the writer's job," he said. "Being responsible for scoring decisions makes this relationship even shakier in many situations," Anderson said.

Bill Dwyer, sports editor of the Milwaukee Journal said his paper did not permit its sportswriters to serve as official scorers long before he took over as sports editor in 1975.

"It was a policy started in the late 1960's under Chuck Johnson," Dwyer said. It is a policy he wholeheartedly agrees with. He said the incidents in Pittsburgh and Los Angeles are "exactly why we don't have our writers become official scorers." Reporters, he said, "should not be put in that situation."

Dwyer said the competing Milwaukee Sentinel also does not permit its sportswriters to act as official scorers. Edgar Munzel, a former *Chicago Sun-Times* sportswriter, now retired, serves as full-time official scorer in Milwaukee, he said.

Sportswriters who serve as official scorers are paid $50 a game by Major League Baseball (not by the club they are covering.) Still, Dwyer feels there is a tendency for the writer covering the team to be looked at as "a member of the family" if he acts as official scorer.

"Most will deny it until they are blue in the face, but I know better," said Dwyer. "Pretty soon it gets tough to take a good shot when a good shot should be taken," he said.

Brandt of the Baltimore Sun agrees that acting as official scorer puts a reporter in an uncomfortable position sometimes.

"It is not comfortable for a reporter to solicit quotes from a player who may be angry with him over a call," Brandt said. He adds, however, "That's my perception, but reporters have coped with this

(Continued on page 30)

A reporter's 'rookie' year

By Dan B. McCarthy

Four short months after receiving her bachelor of science degree *cum laude* as a journalism major at Indiana State University, Pamela A. Nolan was back in Terre Haute, Indiana, last September 30 covering the arrival of Rosalynn Carter.

Nolan is a staff reporter for the *Sullivan Daily Times*, published in the city and county called Sullivan, Indiana.

Nolan picked up coverage of the First Lady—an assignment many news reporters are not tapped to cover in a lifetime—with the recollection that as Mrs. Carter neared the press corps:

"My mind raced, thinking of what to ask her as she approached. But her unwavering gaze virtually had me hypnotized.

"A big, long microphone plopped down on my right shoulder while a smaller, hand-help mike was thrust past my left ear.

"Adding to these anxious events was the fact that as a beginning reporter I was trying to compete with such news veterans as CBS' Leslie Stahl and other national reporters packed all around me—plus having to wonder when the Secret Service might push me around next. I was shoved once while the reporters gathered," Nolan said.

"Do you have a question?" Mrs. Carter asked in a low voice.

Nolan continued: "She obviously meant the press as a whole. But still, I realize that this experience may just be the closest I ever get to having a First Lady of our land look me straight in the eye and ask if I had a question."

Not one, but half dozen questions boomed at once. More followed. Nolan was in the eye of a media hurricane.

Today, Nolan is a "rookie reporter", barely a year from ISU coverage for the *Indiana Statesman* and several feature articles published in state magazines.

As in pro sports where rookies compete for first year recognition Nolan competes with the media veterans. She is off the same campus as Larry Bird, who soon enters his "rookie" basketball year with the Boston Celtics. At ISU Kurt Thomas achieved gymnastics prowess and worldwide acclaim leading him toward the 1980 Olumpics.

Going her way in community journalism, Nolan, less than a month after her Rosalynn Carter coverage, was rocked with a subpoena on October 24, summoning her into the Sullivan county court of Judge Brian W. Smith. She was to appear at 3:30 p.m., four minutes after she was handed the subpoena.

In the witness stand, Nolan was asked when, where and how she learned certain motions had been filed into public record. Judge Smith did not ask her who provided the information.

PAMELA NOLAN, rookie staff reporter for the Sullivan (Indiana) Daily Times, interviews a worker at an aluminum oxide material dump site during court proceedings taken to the lime property site.

Her information had been public record for three hours prior to Nolan's arrival in the courthouse asking the Fourth Estate's ageless question: "What's new?"

Nolan's publisher, Rex E. Pierce; her editor, Max C. Jones; the general counsel for the Hoosier State Press Association; and, an editorial later in the *Indianapolis News* allayed the fears of a fledgling reporter.

Nolan's digest: "It was on my mother's birthday, Tuesday, October 24, 1978, that this all took place . . . (3:35 p.m.) I sat in a witness chair with my stomach so knotted up and a throat so closed that it's any wonder that air even entered. I was there about 25 minutes . . .

"(4 p.m.) Nolan, Pierce and Jones met in Pierce's office where publisher and editor assured her of continued local and state backing if needed . . . (5:05 p.m.) I went to St. Mary's Catholic Church and knelt for a half hour in front of the altar . . . (5:45 p.m.) In my apartment I switched on the TV and the very first thing I heard was Walter Cronkite saying Myron Farber was released from jail today . . ."

Happier times returned, reflected in Nolan's feature stories flair and succinct beat coverage.

Then, BOOM! Another feather!

An Associated Press task force of 18 reporters on Indiana newspapers was assigned an AP series on "The Federal Dollar at Work". Nolan's article about the Comprehensive Employment and Training Act (CETA)—covering a Sullivan County deputy sheriff who got a CETA boost into law enforcement—merited leadoff play in CETA coverage.

The "rookie" reporter's copy went along the state AP wire with Nolan mentioned as "a member of the task force project who contributed local facts, figures, statistics and feature material."

Compassion, when duly aroused, characterizes some of Nolan's creativity. When covering Indiana's Special Olympics in June of 1978 as a brand new j-grad, she was back on ISU's campus, following 15 Sullivan County mental retardees competing with 2,700 others statewide. From her page one photo-feature the next edition:

"Games officials took the added time to help the youngsters get placed into the right lanes for the 50-yard dash.

"One photographer stepped onto the track and impatiently demanded: 'Come on! What's he waiting for . . . New Year's?'

"A nearby spectator calmly suggested to the miffed photographer, 'Patience, patience.' " Nolan noted that the Terre Haute temperature topped out at a sizzling 99 degrees that day and "as the heat increased tempers flared and impatience set in."

The Sullivan Daily Times circulation is 5,179 with no editions on Saturday and Sunday. The city's population is 4,683. The Times, founded in 1905, is a spinoff of the *Sullivan Democrat*, first published in 1854.

Now with her "rookie year" behind in her expanding community journalism experiences, Nolan believes "the most gratifying article I've turned out on deadline was my subpoena involvement, I needed to get the whole matter out of my system and writing about it seemed to help some."

Nolan, considering her present editorial work and her future, remarks: "Simply stated, I want and need to be a reporter . . . I want the chance to do and give the best I can to the public through whichever newspaper gives me that chance. Mr. Pierce has been more than generous in giving me my first chance on his paper.

"Max, too, must be thanked for letting me cover some of the bigger stories.

"If an undergraduate believes a journalist's life will only be fulfilling and thrilling on a metropolitan newspaper, well, I'd have to encourage him to change his belief.

"This is not a jab at the major newspapers. I'm simply saying that for me the good fortune, the good position and good fellow workers at the Times have caused my community journalism job to be a joy."

Regarding her journalism career, Nolan's thoughts turn to her father, who died in 1973. "I suppose my father's respect for the CBS news staff, religiously watched by him, and the many nights I'd have to awaken him after he fell asleep while reading the *Louisville Times* have been subconscious contributors to entering this profession."

Four women make their mark as sportswriters

By Dan S. Blumenthal

In early May, a reporter spent two weeks in a Southern city pouring out thousands of words about an annual event that dates back more than 100 years. The reporter's final-day observations were covered—on crutches.

At the same time, on the East Coast, a reporter for the nation's largest-circulation newspaper was on top of three-times-a-week violent confrontations and creating copy daily.

Meanwhile, a third reporter acquiesced to the alarm clock at 7 o'clock in the morning and an hour later commenced an eleven-hour shift involving diversified assignments that called for transitions and mental dexterity.

On the West Coast that day, a fourth reporter had an off day but nevertheless read clippings and boned up for an interview with a former celebrity.

These four day-in, day-out journalists possess a startling number of compatible links.

They all represent major media.

They're all sports writers.

They're all under 30.

They're all women.

Brooklyn-born Jenny Kellner, 26, is the racing editor for United Press International. Her many jockey friends, dieting and struggling to maintain weight, envy hers—103 pounds. The jockeys, who now and then fall off horses, also sympathized with her plight the night before she covered the 105th Kentucky Derby spectacle. Kellner fell down the steps of UPI's Louisville bureau and got up with a non-cooperative, severely sprained right ankle. She covered the world's most famous horse race with one pair of binoculars and one pair of crutches.

Seconds after the Derby ended, Kellner said into an open phone linked to UPI's sports department: "One, two, three. Spectacular Bid, General Assembly, Golden Act." She paused for an estimated ten seconds, collected her thoughts and recited her story.

Lawrie Mifflin carries only 105 pounds in her five-foot frame but she covers the violent world of New York Rangers' hockey for the *New York News*. From, her press-box seat, her typewriter told the News' large readership of the playoff confrontations between the rival New York teams—the Rangers and the Islanders (the latter covered by Mifflin's colleague, Mary Flannery).

As though one violent world isn't enough, Mifflin is also the News' soccer specialist and is covering the championship Cosmos team for the third straight year. When the Rangers skated around the underdog odds and iced an upset victory over the Islanders, all the copy on the back page of the N.Y. News was authored by Mifflin.

Philadelphia-born, Mifflin, 28, was among the first women to be selected the first year that Yale admitted women. She got her first-hand indoctrination in fierce competition as captain of Yale's field hockey team in 1971 and 1972.

Christy Barbee, 25, covers the temperamental strokes of Jimmy Connors and Ilie Nastase and the cool femininity of Chris Evert and the rest of the tennis world for the Associated Press.

Her reportorial impetus may have begun during high school in Florida when she wrote a weekly teen column for the *Clearwater Sun* after negotiating a deal for 35 cents an inch. Her achievements then got Barbee a raise to 35 cents, a whopping 40% inflationary boost that today would violate the Administration's wage-price guidelines.

On Kentucky Derby day, when her 7 A.M. alarm volleyed her from sleep Barbee's heart was in Dallas and the World Championship Tennis matches there but her feet and the subway vectored her to AP's New York headquarters. It was to be a long day, an overtime day. It involved many tasks, among them writing her weekly tennis column; compiling the probable pitchers for next-day baseball; coordinating Derby copy; editing, and more.

Stephanie Salter, of the *San Francisco Examiner*, is now in her third year covering the Oakland Athletics' baseball team and the unpredictable Charles O. Finley. Salter has also watched precious seconds evaporate into oblivion from the 24-second clock of the National Basketball Association while she reported the ups-and-downs of the Golden State Warriors for a couple of years.

On Derby day, Salter joined friends on her day off, sipped mint juleps and entered a Kentucky Derby pool for $1. She lost. Sipping was followed by digesting the clippings of former St. Louis Cardinals' pitcher "Mudcat" Grant because Salter was going to interview Grant for a feature article.

Prior to joining the Examiner's sports staff three years ago, Salter, 29, worked for four years as a researcher and writer for *Sports Illustrated* in New York City

UPI racing writer Jenny Kellner with AP's racing writer Ed Schuyler.

and then free lanced for the magazine in the Bay Area. Versatile Salter has also reported a lot about tennis, college basketball and serves as her paper's backup staffer for the San Francisco Giants. In her 1971 graduating year from Purdue University, she was editor-in-chief of the college paper and wrote sports.

The sportswriting women have another compatible link: they express gratitude to male counterparts for encouragement.

Barbee joined AP in Miami two months out of the University of South Florida where she majored in mass communications and got a degree "in something called Interdisciplinary Social Sciences."

From there, Barbee transferred to AP's Los Angeles bureau for one year of general assignment. "That included sports interviews and sports rewrite. It was my first exposure to sports," she says. "I was chosen to come to the New York City Bureau to replace Karol Stonger in sports because I had desk experience. Frankly, I had lots of doubts about the transfer. But there are so many who have helped me.

"My boss, Wick Temple (sports editor of AP), was encouraging and very reassuring. He really looked out for me at the beginning. On one of my first tennis assignments, Howard Smith (now deputy sports editor of the *Washington Star*) and Fred Rothenberg took my stuff on the phone and guided me smartly. They talked me through it; asked the right questions.

"It was, at first, different and difficult being under that pressure but after a while I handled the tennis tourney pretty fast. At AP sports in New York the men are diehard sports writers and fans. Looking back, I'm surprised at how little trouble there was and I'd say everyone is a friend."

Mifflin, the first woman to cover a sports beat for the N.Y. News, speaks glowingly in the same vein. She singles out Paul Durkin (now with another department) as especially helpful at her start. "He encouraged me and taught me a lot," she said.

Stephanie Salter, in San Francisco, notes that several writers at Sports Illustrated were encouraging and Examiner colleague "Glenn Schwarz, who does the baseball Giants has certainly been a professional inspiration to me. We prop each other up when things get grim. At the Examiner, everyone is encouraging. There's no feeling of competitiveness."

UPI's Kellner gained confidence and go-ahead signals from Sandy Padwe, sports news editor at *Newsday* (Garden City, N.Y.), when she was a sports assistant there. A better perspective and day-to-day encouragement came from Jeff Williams, of Newsday's sports staff, whom she married 4½ years ago when both were with the newspaper.

"My husband is the best story editor I know," Kellner states proudly. "At home, however, he'll say you didn't back up your lead. There are holes in your story. Wow, I go through the roof. But when he says I had a good one I know it's good because he gives a frank, honest count."

Christy Barbee

The close-up, year-round coverage of the nation's greatest athletes provides the women with a panorama of insights and experiences touching many areas of life not accorded to, say, 95% of other women in America.

Speaking from her San Francisco apartment, Salter observes: "I'm involved with sports and now sports encompasses every significant aspect of our society. It concerns money, race relations, sexual relationships, politics. Look, the U.S. Senate decided an issue of sports contests' blackouts. In our country, most men grow up thinking about sports.

Lawrie Mifflin

"It's like a body process; men breathe, eat and think sports. But women don't grow up that way, so they lack expertise. Thus, we have a different perspective. There's an obvious difference in relating to one another and that carries over into our interview situations.

"We are new and still a kind of oddity. People are still suspicious of us—players, league officials, owners—because it's a male-oriented society. Anyway for me, the job is a pleasure because—it sounds like a cliche—I really like to write about people and sports has interesting people in it. But there is a hardship. There's a certain feeling of ostracism from some people and sometimes it hurts my feelings."

Christy Barbee points out the social repercussions inherent in being a sports writer.

"People are still agog when I tell them what I do. They are so interested in a female being conversant in sports that they expect you to talk about it once you have left the job. I do think there are problems being a woman in journalism these days, perhaps more so for females in sports. Most of us are self-conscious."

In line with Salter's theme, the AP's Barbee states: "Obviously, my lack of background in sports has hampered my understanding from time to time. But, on the other hand, that's like being a reporter in any other pursuit and lacking some knowledge. For the most part, people are willing to explain something I don't understand." Barbee enjoys poking fun at herself, declaring "I'm a tennis editor who can't play to save her life. I'm low rated as a tennis player, very low. But I'm starting tennis lessons now."

There's a vast difference between studying tennis and covering it, Barbee maintains. "I didn't understand it when I got the assignment. But I studied—and I really mean studied—for my first tournament at Madison Square Garden. I crammed from a book for a week before it began. But no matter how much you know of a sport technically, it is vastly different covering it. It's a mental process. You can watch baseball for years, for example, and not be prepared to write a story about it. You're looking but not analyzing. For me, that's not the same as writing about it."

Racing editor Kellner recalls that "when I was growing up there was no organized sports for females. It was unfeminine to like football unless you had a crush on a football player."

Kellner, who pursued psychology studies at Hofstra College, said she never had the slightest idea she'd enter the Fourth Estate let alone be a racing writer.

"But I was always a horse maniac, riding horses since age three," she said. "I fell off horses so many times I gave up counting. My fantasy was to own a horse. I worked and trained horses at Star Track Farm near Goshen (N.Y.), and broke in yearlings and helped with thoroughbreds."

Hockey-soccer reporter Mifflin con-

(Continued on next page)

tends "there are few jobs better than being paid to watch about 80 games a year." Her horizons have been widened by covering soccer, she believes, and a couple of undeclared fringe benefits stem from the soccer players. "They come from so many countries and I learn about them, their countries, their culture. I've been to most major cities in the U.S. and Canada, and traveled to Japan with the Cosmos for the 'Farewell to Pele.' It was amazing that people in Japan flocked in mass numbers to see Pele. I'd expect that in South America or Europe but not in Tokyo. In Osaka, the Cosmos held an inter-squad scrimmage. Can you imagine that 27,000 Japanese fans turned out to watch a scrimmage?"

Sports awards earned by Mifflin include those from the Professional Soccer Reporters Association for the best feature article; best game story; best continuous 1977 coverage, and with colleague David Hirshey (now with the N.Y. News' Sunday Magazine section) jointly won a coveted award for the best series.

Mifflin graduated from Yale in 1973 after majoring in mathematics and history, and didn't make a career decision until "I was a senior and had to decide what to do with myself." She joined the News in 1974 as a general assignment reporter, including City Hall coverage. Two years later, she was in sports and, unexpectedly, in the big leagues. In the space of months, the new kid on the block was covering the Preakness and Belmont Stakes for sidebars; the 1976 summer Olympics in Montreal; the hockey beat, and golf.

If the United States Senate is the nation's most exclusive club, the contingent of female sports journalists must be close behind. There are much less of them delving into major sports beats and, like the Washington legislators, they also have power and can become spoiled.

"I've always enjoyed traveling," Salter states. "When I ride with a team, they take care of everything. There's a bus waiting for you. You are taken right to the hotel. You're checked in and everything is handy. It spoils you."

Stephanie Salter

She's firm in the belief that the art of sports writing—by both sexes—has traditionally been looked down upon by other journalists.

"They think we have an easy life and aren't good writers," Salter said. "I maintain that I'm a good writer first and a good sports writer second. I hope that those who enter this business are good reporters and can be sent out on any assignment."

Gift to city pulled; press comments are reason cited

A leading Long Beach, Calif., industrialist has withdrawn his offer to donate $1 million to the city's Convention and Entertainment Center, blaming adverse comment in the *Independent, Press-Telegram*.

The proposed gift by Kenneth Norris Jr., chairman of Long Beach-based Norris Industries, was to be used in a trust-fund arrangement to help finance performing arts at the center. And it entailed the renaming of the 3,100-seat Terrace Theater, in the recently built complex, to the Kenneth T. Norris Theater.

Norris resented, among other things, commentary by columnist George Robeson, who wrote that he applauded the $1 million offer and also other contributions made by Norris. "But," Robeson added, "the very idea of buying into a $51 million project already built and having a major theater named for you for a paltry million seems a bit too much of a bargain."

In a letter to publisher Daniel Ridder, Norris wrote that the amount of the contribution and renaming of the theater were proposed to him by the Long Beach Promotion and Service Corp., marketing agency for the center.

Ridder responded that it was unfortunate that Norris' anger should be transferred into an action hurting the entire community. (The center has been operating at a loss and this year's deficit is expected to be $2.5 million.")

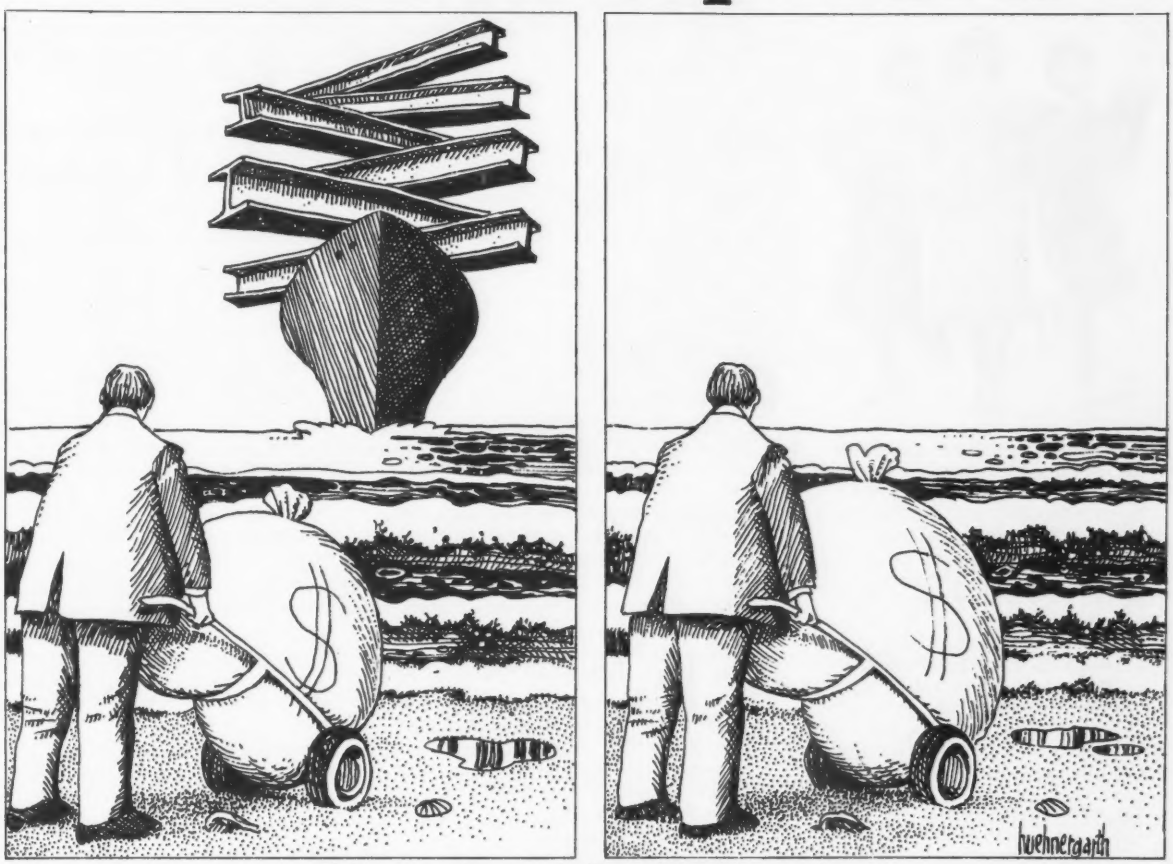
Editor Larry Allison said the newspaper's coverage had been accurate and the editorial policy supportive and the only adverse comment had been in the column and two letters to the editor.

Norris scaled down the offer to $100,000, with no commitment to rename the theater or serve on the management board, as originally proposed.

Subsequent letters to the editor were generally critical of Norris and supportive of Robeson.

The newspaper, in an editorial, urged Norris to reconsider and suggested that he cancel his subscription to the newspaper rather than his commitment to the arts and city's theaters.

Who's going to meet the growing need for steel in this country– and at what price?



If there's one lesson to be learned from America's oil crises, it's this: You can't always depend on foreign sources to supply how much of what you want, when you want it, and at a price you can afford to pay.

Unless we soon start expanding our domestic steelmaking capacity, 25 to 30 million tons of steel imports could be entering the U.S. market annually by 1985. (Compared to 12 million tons in 1975.) And then America could find itself at the mercy of foreign steel producers, as it is at the mercy of foreign oil producers.

What's needed to meet the growing need for steel in this country with *domestic* steel? Governmental policies that will allow the American steel industry to generate the additional funds needed to modernize and expand.

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Changing Needs of Changing Readers—Part 3

Format and writing style

Readers point to format and writing style as important reasons for "turning off" to newspapers. They say:

- Papers are hard to read.
- Papers are hard to handle.
- Running stories are often dull.
- It's often hard to find things in a paper.
- Pictures are often blurred and not in focus.
- Headlines are often misleading.
- Advertising gets in the way—although readers admit that they like advertising.
- Jumps are a reason for not starting to read a story.
- The relevance of a story is often hidden in the text.
- Language is too formal, too stiff; vocabulary is pretentious.

What do the readers point to as the reasons that newspapers are hard work?

According to the readers, in continuing stories very little actually happens on a day to day basis—but the story is reported, often on Page 1, even if little has happened. Many readers, especially occasional readers, indicated that they prefer the news magazine and Sunday newspaper summaries to the daily episodic style of newspaper reporting.

Readers also complain that papers often don't provide them with enough background information about the event, the place and the individual to enable them to follow the story. This is particularly true of continuing stories.

High on the list of factors to making newspaper reading both hard and unappealing are jumps. Reader complaints include: Jumps to nothing; jumps to the wrong page; headlines on the jump page are different than those on initial page; jumps to another section are a nuisance; come-on jumps, that start on Page 1 with a single paragraph or two and then skip to another page; the jumped story lost in a maze of advertising.

Other format or writing style complaints include: meaningless fillers; meaningless stories used to fill a column next to advertising; stories where the lead is dull and the interesting part of the story is buried in the body of the story; small print; errors and typos; crowded pages; ink which comes off on the readers' hands and clothes; garbled text; and missing pages and sections in the paper that is delivered.

Regular and occasional readers feel a newspaper has good organization if it has:

- Sectionalizaton
- Content organization (content organized according to subject matter)
- Complete indexes, not one that merely lists departments.
- Standardization.
- Anchored features and departments.
- Good labeling
- News summaries that provide news at a glance and that encourage interested readers to turn to the full story. These are regarded by readers as evidence that the paper is interested in the reader.

Copies of the full report of "Changing Needs of Changing Readers" are available from the American Society of Newspaper Editors, P.O. Box 32188, Charlotte, N.C. 28232. The price per copy is $5.00.

Metro dailies to carry new travel magazine

Eleven major metropolitan newspapers will leap into the future this October when their carriers drop new, full color offset magazines on the reader's doorstep inside their Sunday editions.

The *Chicago Tribune, Washington Post, Los Angeles Times, New York News, Boston Globe, Philadelphia Inquirer, Houston Chronicle, Dallas Times-Herald, Miami Herald, Seattle Times* and the *San Jose Mercury-News* will begin delivering *Travel Illustrated* the first Sunday in October.

The magazine will debut with the largest circulation in the travel industry and one of the largest readership tallies ever sported by a new publication.—1.5 million readers, according to TI publisher Wayne Howard.

"Newspapers are sitting on a tremendous asset," says Howard. "They're an extremely effective distribution medium."

The magazine, which will feature recognized travel columnists on a contributing basis until a full time staff can be mustered, will be delivered only to high income readers of the 11 newspapers—some chosen from sophisticated demographic studies conducted by the papers and others chosen by their geographic location. In the future, Howard hopes to be able to target specific readers.

Travel Illustrated will pay newspapers for the delivery service—Howard says the fee will vary with each newspaper, but will not be too far off from the paper's rate cards for supplements. The magazine's revenues will accrue solely from advertising.

He says he first considered placing the magazine in suburban publications, but opted for the metro dailies because of their ability to target specific readers and their consistently high Sunday readership levels. More papers, he says, will be added in 1980.

"The entire staff of 150 converted to the system in less than a month."

LOS ANGELES

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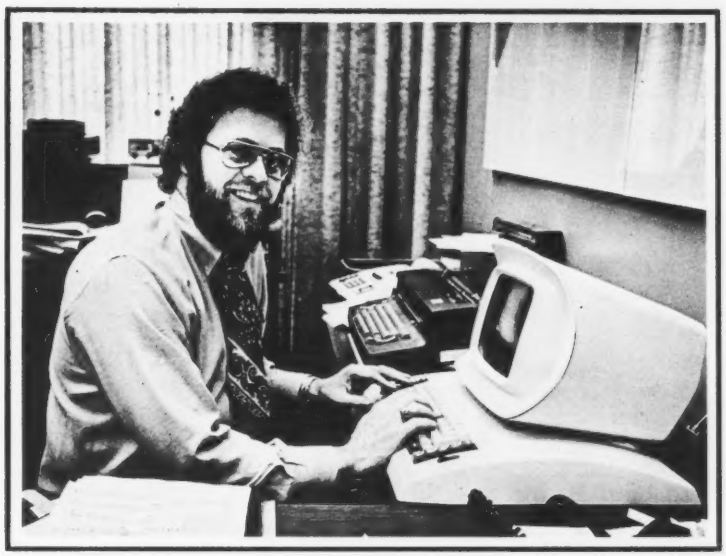

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Guild vows to lobby for lid on groups

The Newspaper Guild this month added its name to the growing list of organizations and interest groups that are pushing hard for legislation limiting the size and influence of commonly owned newspaper groups.

Just days after the announcement that the Gannett Co./Combined Communications merger got the go ahead from the FCC, the Guild's July convention in Boston voted to urge national legislatures in both Washington and Ottawa to enact laws limiting the size of media groups—laws that give "full consideration" to freedom of the press.

"Newspaper chains already control 62% of all U.S. daily newspapers and 75% of their circulation. Twenty corporations alone control 52% of all U.S. circulation. Similar concentration exists in Canada and the trend in both countries is becoming more pronounced. Independently owned newspapers are rapidly disappearing," states the Guild resolution passed by its membership.

The resolution cites legislation proposed by press analyst Ben Bagdikian that would impose a ceiling on the number of newspapers or aggregate circulation any single U.S. media company could control. The proposal would safeguard First Amendment rights by allowing anyone, including a media group, to start a new newspaper, according to the Guild. It would, however, prevent large groups from acquiring existing newspapers.

The Guild resolution concludes, "There may be those who say freedom of the press makes such a bill impossible. We say that freedom of the press makes it imperative."

Guild spokesman Robert Dudnick said the organization will use its lobby to get such a bill out onto the floors of both national legislatures and would continue and upgrade that lobby in support of passage.

In addition to the anti-chain resolution, the Guild delegates voted to urge Congress to pass a national shield law allowing reporters to protect sources "in every arena, both judicial and legislative."

And, just days after the U.S. Supreme Court gave judges wide discretion in excluding press and public from judicial proceedings, the Guild voted to urge Congress to overrule the court with legislation or a constitutional amendment that would, in the words of the resolution, "keep the courts forever open to public observation."

The Guilds also plans to push the House Civil Liberties and Senate Constitution subcommittees to report out a bill that would provide protection of newsrooms from police searches. The Guild lobby is prepared to mobilize when and if the bill is released for full congressional consideration.

If you think you're under pressure at press time, wait till you feel it at courtroom time.

The publishing business is a pressure business. But until you've faced the pressure of a libel suit you may not really know what pressure can be. With today's jumbo law suits, a libel settlement could very well cripple your business.

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Gurasich, Spence, Darilek and McClure, an Austin, Texas based advertising firm, has been named agency for the national account of Church's Fried Chicken, Inc.

Church's ad budget in 1980 will be $4.5 million.

GSD & M also handles such accounts as Falstaff, Narragansett and Ballantine beers; U.S. Home Corporation, Texas Division and National Convenience Stores (Stop 'n Go.)

AN E&P PULL-OUT SECTION JULY 28, 1979

Editor & Publisher

54TH ANNUAL DIRECTORY OF SYNDICATED SERVICES

1979 SYNDICATE DIRECTORY

FEATURE INDEX • AUTHORS • ARTISTS • COMICS • COLUMNS • SYNDICATES

UNITED FEATURE SYNDICATE

200 Park Avenue New York, N.Y. 10017 Phone:(212)557-2333

NATIONAL AND WORLD AFFAIRS
WILLIAM BEECHER (2 tw)
JULIAN BOND (1 tw)
DATELINE EUROPE, Karol C. Thaler (2 tw)
DATELINE: UN, Louis Halasz (1 tw)
JOHN HESS (3 tw)
JOHN D. LOFTON JR. (3 tw)
NATIONAL WHIRLIGIG, Ernest Cuneo (3 tw)
VIRGINIA PAYETTE (3 tw)
WILLIAM L. RYAN (1 tw)
SAY IT STRAIGHT, Victor Lasky (1 tw)
HENRY J. TAYLOR (3 tw)
LINDSY VAN GELDER (1 tw)
ROBERT J. WAGMAN (occ)
WASHINGTON CALLING, Marquis Childs (2 tw)
WASHINGTON MERRY-GO-ROUND, Jack Anderson (7 tw)
WEEKLY SPECIAL, Jack Anderson (1 tw)

THE LIGHTER SIDE
JIM AYLWARD'S JOURNAL (3 tw)
CONTINENTAL DIARY, Noel Anthony (1 tw)
LADIES FIRST, Trixie Belmont (1 tw)
MIRRORS OF WASHINGTON, Isabelle Shelton (1 tw)
NORTON MOCKRIDGE (5 tw)
SENATOR SOAPER, Jim Fiebig (6 tw)

BUSINESS AND FINANCE
DAILY INVESTOR, (5 tw)
THE ECONOMY TODAY, Herbert Stein (1 tw)
THE GREER/KANDEL REPORT (3 tw)
TRADE WINDS, Lou Schneider (6 tw)

CONSUMERISM
BEFORE YOU BUY, Margaret Dana (2 tw)
FOR THE CONSUMER, Sidney Margolius (2 tw)
FAMILY FINANCE, Betty Yarmon (2 tw)
FROM CONSUMER REPORTS (3 tw)

HEALTH AND EDUCATION
FOR WOMEN ONLY, Dr. Robert C. Newman (3 tw)
HEALTH, Lawrence E. Lamb, M.D. (7 tw)
INSIGHT, John Wykert (1 tw)

PUZZLES AND WORD GAMES
CROSSWORD PUZZLER (7 tw)
LITTLE PEOPLE'S PUZZLE, Leo White (7 tw)
PRIZE CROSSWORDS (1 tw)
PRIZEWEEK PUZZLE (1 tw)
SCRABBLE*-GRAMS, Judd Hambrick (7 tw)
SUNDAY PUZZLE PAGE (1 tw)
TODAY'S CROSSWORD PUZZLE (7 tw)
WORD GAME, Kathleen Saxe (7tw)
WORDY GURDY, Tricky Ricky (dS)

YOUTH AND ADVICE
POP SCENE SERVICE, Barbara Lewis (wkly service)
TEEN FORUM, Jean Adams (6 tw)

SPECIALTY COLUMNS
ASK ANYBODY—ANYTHING, Martin Alwyn (1 tw)
ASTRO-GRAPH, Bernice Bede Osol (7 tw)
AUTO ALBUM, Tad Burness (1 tw)
BEST SELLERS, Publishers Weekly (1 tw)
BIO-DEX, Ken Michaels (7 tw)
CHOICES, Karen Blaker (3 tw)
DRIVER'S SEAT, Bob Irvin (1 tw)
MISS MANNERS, Judith Martin (3 tw)
OLD FARMER'S ALMANAC (1 tw)
THE ACES, Ira G. Corn (7 tw)
THE YEARS AHEAD, Ghita Levine (1 tw)
THINGS THAT MATTER, George Plagenz (1 tw)
TIME OF YOUR LIFE, Jack Smith (2 tw)
WHAT'S THE LAW, Jack Strauss (6 tw)
WORDS, WIT & WISDOM, William & Mary Morris (6 tw)
YOUR BIRTHDAY, Stella Wilder (7 tw)
YOUR STARS THIS WEEK, Stella Wilder (1 tw)

FOOD AND DIETING
CHEF MARCIA, Marcia Burg (1 tw)
EAT, DRINK & BE MERRY, Robert J. Misch (1 tw)
GOOD FOOD, Leslie Land (1 tw)
NATURE'S KITCHEN, Mary S. Durkin (1 tw)
SLIM GOURMET, Barbara Gibbons (3 tw)

BEAUTY AND FASHION
FASHION, FACE & FIGURE, Florence de Santis (wkly service)
LOOKING GOOD, Charles Hix (2 tw)
PATTERN SERVICE, DRESS (1 tw)
PATTERN SERVICE, KNIT (1 tw)

HOUSE AND HOME
ANTIQUES & STUFF, Anne Gilbert (1 tw)
COLLECTOR'S CORNER, Thomas A. Bateson (1 tw)
DESIGN FOR PEOPLE, Emily Malino (1 tw)
FIRST AID FOR THE AILING HOUSE, Roger Whitman (4 tw)
HOUSE PLANS, Gerry Bishop (1 tw)
INTERIOR DECORATING, Genevieve Fernandez (3 tw)

SPORTS
BOWLING TIPS, Weber & Costello (4 tw)
JUST ASK, Murray Olderman (1 tw)
NFL GAME PLAN (1 tw)
PALMER METHOD, Arnold Palmer (2 tw)
ROCKET SHOTS, Rod Laver (3 tw)
SKIING, Jean-Caude Killy (1 tw)
SPORTOGRAPHY, Jim Barnes (7 tw)
TIPS FROM THE TOUR, Arnold Palmer (1 tw)

TV AND FILMS—LISTINGS
ASK TV SCOUT, Joan Crosby (5 tw)
MARILYN BECK'S HOLLYWOOD (8 tw)
HOLLYWOOD HOTLINE, James Bacon (5 tw)
SHOWTIME, Phil Pastoret (1 tw)
TEE VEE LAFFS, Cliff Rogerson (6 tw)
TELE-LOG, Daily TV Listings (7 tw)
TV CROSSWORDS (1 tw)
TV DATA, INC., TV Listings (7 tw)
TV FILM SOURCE SERVICE (ann'l)
TV SCOUT (7 tw)
TV SCOUT SKETCHES, Dick Kleiner (5 tw)
TV SCOUT REPORTS (5 tw)
TV SPOTLIGHT (wkly package)
TV STARSCREEN PUZZLE, Al Kilgore (1 tw)
TV TEASER (1 tw)
TV WEEK (wkly package)
TRIVIA TEASERS, Gene Herndon (1 tw)
TUNE IN TOMORROW, Jon-Michael Reed (3 tw)

NEWS SERVICES, SERIES, SUPPLEMENTS
NANA NEWS SERVICE (5 tw)
NANA PONY SERVICE (1 tw)
SCRIPPS-HOWARD NEWS SERVICE (6 tw)
SPOTLITE SERVICE (1 tw)
THE ECONOMIST (1 tw)
WOMEN'S NEWS SERVICE (5 tw)

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8:00 **3 Paper Chase**
A paraplegic student manag
ingratiate himself with the
group, despite his personal f
ship with Professor Kingsfield
they sense a hidden motive f
overtures. (Repeat; 60 mins.)
4 Major League Baseball Al
Game
Leading players from the Am
and National Leagues will face
other in this annual classic, whi
be telecast live this year
[illegible] (3 hrs.)
[illegible]
Happy Da[illegible]
All of Fonzie's good friends inc
Laverne, Shirley, Lenny, Squigg
the Cunninghams, gather to pa
last respects to the fallen Casa
(Conclusion; Repeat)
9 Movie -(Comedy) **½
"Gumshoe" 1972 Albert Fi
Billie Whitelaw. A small-time E
vaudevillian who has seen too
Bogart films decides to play a p
eye. (2 hrs.)
11 Make Me Laugh
13 13 Skyline

8:30 **5 Merv Griffin**
Guests: Betty White, Ruth Go
Garson Kanin, Lonnie Shorr,
Ward, Johnny Dark, Gwen Dav
7 Laverne And Shirley
Laverne and Shirley must try to
Squiggy from himself when he
madly in love with a beautiful gi
is taking him for all she car
(Repeat)
11 You Don't Say
13 13 Dick Cavett Show
Guest: Author Leon Edel, Part

9:00 **2 Tuesday Night Movie**
'Don't Look Now' 1974 Stars:
Christie, Donald Sutherland. A
cheologist working on resto
projects and his wife travel to
after the death of their dau
Depressed and distraught, the
befriended by two sisters, o
whom has a psychic gift that fill
lives with premonitions of f
tragedy. (2 hrs.)
7 Three's Company
Jack's in a panic when a
pregnant woman arrives at the
and names him as the f
(Repeat)
11 Tic Tac Dough
13 13 Nova
'Einstein' Film portrait abou
conflicts, ironies and historical f
that shaped the life and thou
Albert Einstein. (60 mins.)

9:30 **7 Taxi**
The sexy voice on the answ
service triggers Alex's rom
instincts, and her alluring m
prompts him to arrange a dinne
that turns into one big sur
(Repeat)
11 To Tell The Truth

10:00 **5 11 News**
7 13 Queens Blvd.
When an old flame shows
Felicia's doorstep with roman
his mind, Felicia is tempted to e
on an affair behind husband Ste
back.
9 Latin New York
13 13 Working With Einstei

10:30 **7 Where's Poppa?**
A bachelor plots to eliminat
obnoxious old mother, only t
that his screwball schemes
more laughter than fear into t
lady's heart. Stars: Steven
Elsa Lanchester.
9 Life Of Riley
11 New York, New York

Chicago Tribune-New York News Syndicate, Inc.

Your campaign for reader votes starts here

A winning combination of new strips and panels . . .

PRIME TIME

A comic strip that proves TV can be funnier off the screen than on.

KOKY

She's part of a two-paycheck home. A warm and witty strip for today's family.

GOOD NEWS, BAD NEWS

A look at the business world by award-winning cartoonist Henry Martin.

"Dear blithering idiots . . ."

Bright columns for key interest groups . . .

GARY DEEB

He digs deeper; writes with style, and is the most widely syndicated TV columnist. Three a week.

JOYCE JILLSON

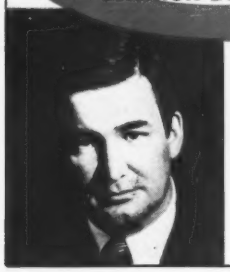
Her quarterly predictions are talked about; her daily horoscope the best read. Seven a week.

DAN DORFMAN

A financial writer without peer. His columns about how the world of business works command attention. Twice weekly.

Election year commentary, analysis and reporting . . .

PATRICK BUCHANAN



Former White House speech writer and adviser; has inside track as campaign develops. Three a week.

LOUIS HARRIS

New techniques make the ABC News-Harris Survey closer to the pulse than ever. It makes news. Three times a week.

GERMOND AND WITCOVER

Their POLITICS TODAY column tracks the campaigns as no other can. National scope. Six times a week.

THE LATEST LINE

A sure-fire circulation builder, Latest Line presents the latest odds—daily—on all major sports. No other service like this available seven days a week.

BROOM-HILDA

A cantankerous wicked witch and a hilarious supporting cast. Russell Myers is on target daily and Sunday.

WORLD'S GREATEST SUPERHEROES

Super promotable new strip starring Superman, Batman and Robin, Wonder Woman. All new adventure stories.

© DC COMICS INC

SHOE

Two-time Pulitzer winner Jeff MacNelly's strip about a feathered editor and friends took off fast. Now in more than 450 papers.

© Jefferson Communications, Inc.

Vote-getting comics for all ages . . .

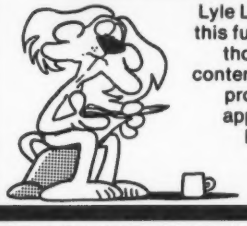
MOTLEY'S CREW

A down-to-earth look at life as it really is in middle America. By Ben Templeton and Tom Forman.

DICK TRACY

Our country's top detective. By the Gould-Fletcher-Collins team.

ANIMAL CRACKERS



Lyle Lion is the star of this funny, consistent, thought-provoking, contemporary, topical, proven strip. And it appeals to all ages. By Roger Bollen.

RICK O'SHAY AND HIPSHOT

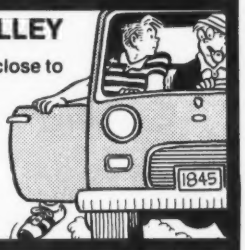
Adventure, humor in America's best Western strip. By Keefer and Dern.

LOLLY

The secretary no one can do without. A sure bet to garner chuckles from your readers. By Pete Hansen.

GASOLINE ALLEY

The Wallets are as close to real Americans as any characters the comics have produced. By Dick Moores.



WINNIE WINKLE

Max Van Bibber and Henry Raduta's tale of the fashionable breadwinner.

LITTLE ORPHAN ANNIE

America's favorite orphan, now a Broadway star. Harold Gray's best stories still appeal to readers.

GIL THORP

The high school coach who teaches . . and reaches all his kids. By Jack Berrill.

DONDI

Irwin Hasen's tale of the big-eyed, winning and perceptive little boy.

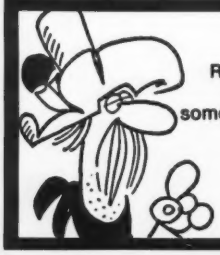
MOON MULLINS

The longtime favorite with its cast of lovable losers. By Ferd and Tom Johnson.

TOPPIX

The selected best from America's top magazine cartoonists. Six panels a week on what's happening in America today. Edited by Ed Fisher.

CATFISH



Roger Bollen and Gary Peterman present a somewhat jaundiced view of the winning of the West.

BRENDA STARR

Star reporter, now a mother, always liberated . . . and romantic. By Dale Messick

Pot-Shots

Ashleigh Brilliant takes on everyone.

Ching Chow

Henri Arnold's Chinese sage.

Thoughts of Man

Philosophers brought to life. By Jim Ivey.

Readership-building advice columns . . .

Abigail Van Buren

DEAR ABBY
Solid advice, brightly written for millions of readers. She leads the field. Six a week.

TIM JOHNSON
Medical reporting, needed advice blended in HOUSE CALL Six a week.

STEPHEN BIRNBAUM
Dollar-saving travel advice from the nation's best-known authority. Twice a week.

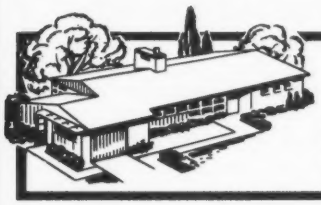
DR. BILLY GRAHAM
Spiritual advice put into practical terms; in a Q-and-A format. Six a week.

DR. JEAN MAYER AND DR. JOHANNA DWYER
Nutrition advice to help you live longer, better. Two a week.

ELIZABETH POST
Contemporary advice on how to do the right thing—at home, office or at play. Three a week.

GOREN ON BRIDGE

From the best-known name, a seven-a-week feature. Includes Q and A. Backgammon column available.



HOME WORKSHOP FILE

Clearly illustrated, step-by-step household repairs and improvements. Weekly. Offset ready.

ENERGY SAVERS

Weekly tips save pennies, dollars. One-column format; offset ready. A feature to meet today's needs.

ERICA WILSON

The first name in needlecraft. Known to millions. Creative, easy-to-follow.

HOW

A contemporary household care column. By Lois Libien and Margaret Strong.

ROY ANDRIES DE GROOT

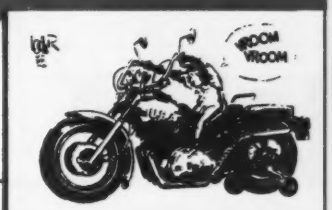
His ONE GREAT DISH column provides the plan for a feast. With history of dish. Weekly.

Editorial cartoons with impact . . .

JEFF MacNELLY
Twice Pulitzer winner. Based at the Richmond News-Leader.

WAYNE STAYSKAL
Eye for consumer's plight. Op ed as well as edit. Chicago Tribune.

BILL SCHORR
Liberal, biting comments in striking style. Los Angeles Herald- Examiner



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Distinctive art; conservative views. Chicago Tribune.

Newsmakers, people watchers . . .

LIZ SMITH

Gossip and wit in a distinctive style. Covers the names your readers know best. Five a week.

SUZY

Jet setters and millionaires . . . society and celebrities meet here. Five a week.

THE EAR

Capital gossip in high style . . . The Washington Star's Washington star. Three a week.

Entertainment writers, entertaining writers . . .

JIMMY BRESLIN

Reporter, storyteller, a star in his own right. Three times each week.

REX REED

Interviews and reviews from the author of "Valentines and Vitriol."

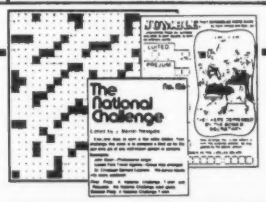
PETER HAMILL

Comments on the world today from the author of "Flesh and Blood."

JACK HURST

The most respected country music columnist. Twice a week.

Games and puzzles



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The world's leading word game for adults, now appearing in over 275 papers. By Henri Arnold and Bob Lee. Daily and Sunday.

JUNIOR JUMBLE

By popular request, a child's version of the same brain-teaser. Available weekly.

CROSSWORD—The Challenger

The Crossword Puzzle as it was in the days of the Herald-Tribune. Remains tops for discriminating fans. Daily and Sunday.

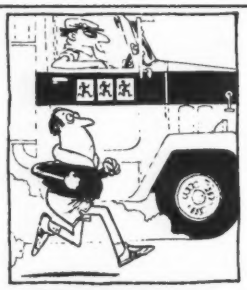
CROSSWORD—The Commuter

Challenging but designed to be completed by fans in less than thirty minutes. Daily.

NATIONAL CHALLENGE

A weekly contest. Wildly inventive games that draw reader-mail. Builds a loyal following. National prizes.

For sports pages



SPORTING LIFE

A daily laugh with sports participants.

DICK YOUNG

To the point. The bright, sometimes the light side of sports from a reporter known to millions.

DAVID ISRAEL

Covers his beat nationally. From the Super Bowl to the Indy 500, he can be your man on the scene.

DR. JOCK

Written by trainer Dr. David Bachman, this weekly, illustrated advice column in Q- and -A format tells sports participants how to avoid injuries and play better.

Daily Racing Form CONSENSUS

Selection of win, place and show available from every major racetrack. Your choice of tracks to capture the peak of interest in your area. Wire delivery. May be run with the Racing Form logo; a tested circulation builder.

STOCK OF THE WEEK

Analysis of stock groups in brief weekly format.

Sales representatives: John Matthews, West; Walter Cone, East; Carlton Woods, Midwest; Ralph Heussner, South; James Collins, Southwest.

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the most useful news wire

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KNT combines the news files of Knight-Ridder Newspapers, The Chicago Tribune and The New York Daily News. Knight-Ridder is adding eight foreign correspondents. The Tribune is expanding overseas coverage to six cities. The News is in two cities. Together, they give KNT a truly global reach.

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This last year, a weekly picture service was added to KNT. Drawn from contributing newspapers, frequently from award-winning photographers, these pictures illustrate feature stories moved on the news wire. This was done without added cost to KNT clients.

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A package of columns and features adds significantly to the usefulness of KNT. It is revised and updated regularly to meet the needs of the time. Every week you'll find more than 90 continuing features for lifestyle, op-ed, sports . . . columns on subjects from stamp collecting to sex advice.

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Available on our own low speed wire, KNT is also available for delivery on AP DataFeature or UPI DataNews high speed wires. It can be delivered by printer or directly into computers.

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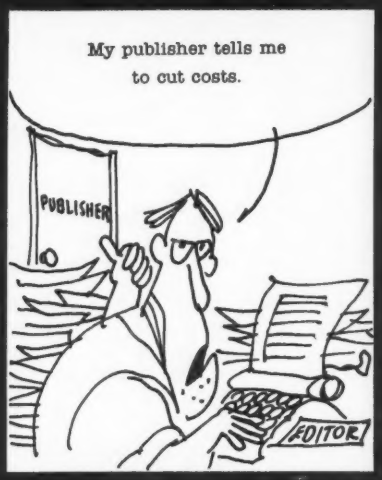
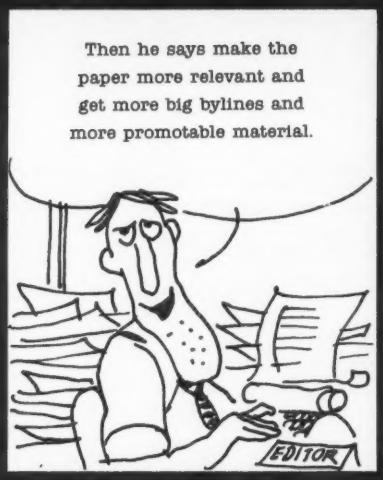
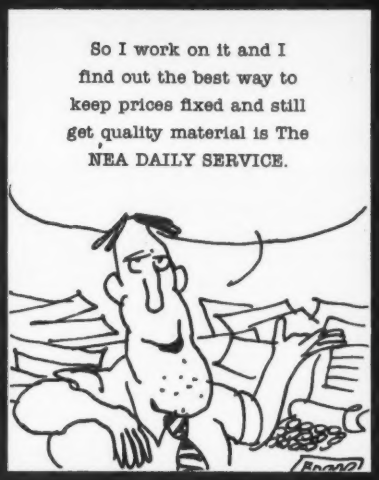
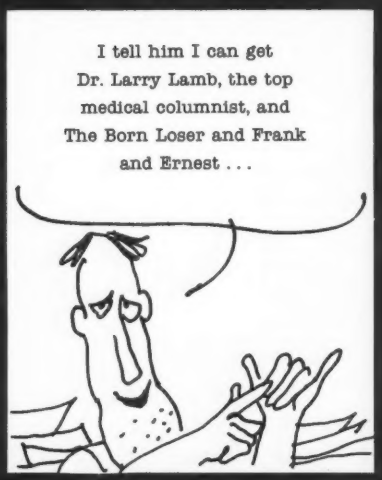
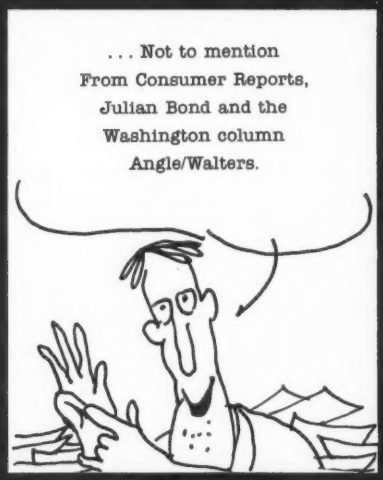
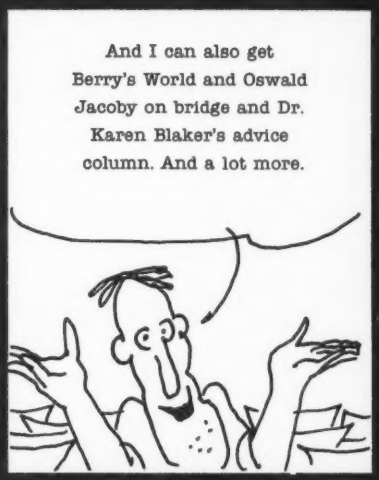

My publisher tells me to cut costs.
PUBLISHER
EDITOR

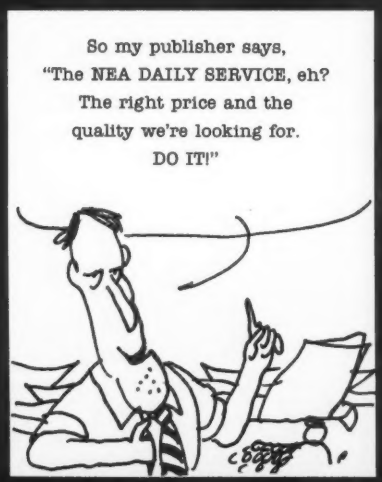

Then he says make the paper more relevant and get more big bylines and more promotable material.
EDITOR

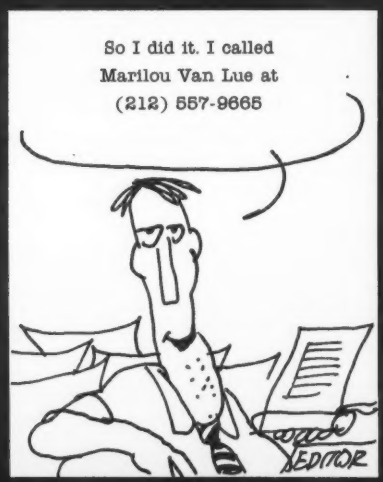

So I work on it and I find out the best way to keep prices fixed and still get quality material is The NEA DAILY SERVICE.

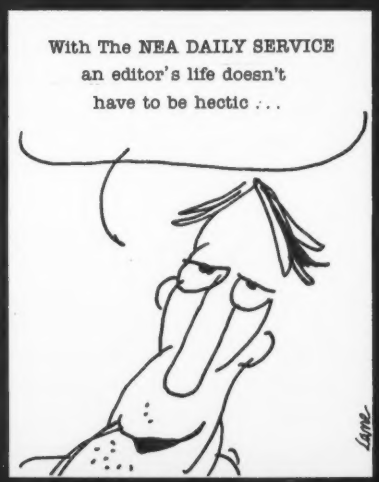

I tell him I can get Dr. Larry Lamb, the top medical columnist, and The Born Loser and Frank and Ernest . . .


. . . Not to mention From Consumer Reports, Julian Bond and the Washington column Angle/Walters.


And I can also get Berry's World and Oswald Jacoby on bridge and Dr. Karen Blaker's advice column. And a lot more.


So my publisher says, "The NEA DAILY SERVICE, eh? The right price and the quality we're looking for. DO IT!"


So I did it. I called Marilou Van Lue at (212) 557-9665
EDITOR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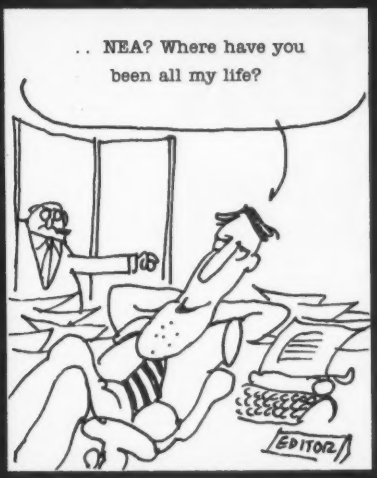

COMICS

ALLEY OOP
by Dave Graue
BORN LOSER
by Art Sansom
BUGS BUNNY
by Warner Bros.
CAPTAIN EASY
by Crooks & Lawrence
EEK & MEEK
by Howie Schneider
FRANK & ERNEST
by Bob Thaves
FUNNY BUSINESS
by Roger Bollen
OUR BOARDING HOUSE
by Carroll & McCormick
PRISCILLA'S POP
by Ed Sullivan
SHORT RIBS
by Frank Hill
SIDE GLANCES
by Gill Fox
WINTHROP
by Dick Cavalli
ZOONIES
by Craig Leggett

EDITORIAL PAGE

IN WASHINGTON
by Angle/Walters (5w)
BERRY'S WORLD
by Jim Berry (6w)
JULIAN BOND
commentary (1w)
DON GRAFF
editorial commentary (4w)
GRONDAHL
editorial cartoon (2w)
HULME
editorial cartoon (2w)
SCRAWLS
editorial cartoon (2w)
STEIN
editorial cartoon (2w)
THE U.S. AND YOU
by William Steif (1w)

LONGLEAD

ASTRO-GRAPH
by Bernice Bede Osol—horoscope (7w)
BRIDGE
by Jacoby/Sontag (6w)
CHOICES
by Dr. Karen Blaker—psychological advice (3w)
DAILY CROSSWORD PUZZLE (6w)
HEALTH
by Dr. Lawrence Lamb—advice (7w)
POLLY'S POINTERS
by Polly Cramer—household hints (5w)

LIFESTYLES

ABOUT BOOKS
capsule book reviews (1w)
BEAUTY DIGEST
by Diane Robbens—beauty tips (1w)
ELLIE GROSSMAN
fashion (1w)
ELLIE GROSSMAN
living (1w)
FIX-IT-FAST
handyman hints (1w)
FOOD FOR AMERICANS
by Aileen Claire (3w)
FROM CONSUMER REPORTS
ultimate consumer column (3w)
GAYNOR MADDOX
nutrition (1w)
GROWING OLDER
by Cottin and Blumenfeld (1w)
HOUSE PLANS
by special request (1w)
IN AMERICA
features from around the U.S. (1w)
IT'S POSSIBLE
by Rev. Robert Schuller—inspiration (6w)
PSYCHOLOGY TODAY
human behavior (1w)
STITCHIN' TIME
creative clothing (1w)
THE PEOPLE PAGE
names in the news (1w)
WHAT'S UP
interesting lists (1w)
YOUNG ORIGINALS
high-fashion pattern (1w)

NEWS FEATURES

ASK MURRAY OLDERMAN
sports Q & A (1w)
BARBS
humorous thoughts (6w)
MINI SERIES
13-week informative series (1w)
MURRAY OLDERMAN
news features (1w)
NEWSFEATURES
staff (occ)
OP ED FEATURES (occ)
QUOTE/UNQUOTE
recent quotes (1w)
SHORTS/CLOSERS (1w)
THOUGHTS
inspiring thoughts (7w)
TOM TIEDE
hardhitting features (3w)
WORLD ALMANAC® Q & A
from the book of facts (5w)
NEWS VISUALS
timely photos (5w)

LIVELY ARTS

ASK DICK KLEINER
show business Q & A (1w)
DICK KLEINER
show business (2w)
FILMETER
capsule movie reviews (1w)
CRITIC-AT-LARGE
by Norman Nadel—the arts (1w)
THE PRIVATE EYE
by David Handler—TV commentary (1w)
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If it's hard to be young, single and a woman in modern America, it's even harder to be funny about it.

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The talents of Jeff Millar and Bill Hinds mesh perfectly to present **TANK McNAMARA,** the comic strip that's a favorite of sports fans everywhere. Now in its sixth year, **TANK McNAMARA** is No. 1 among sports strips.

Lovers of sports will find all their favorite stars and events. And for those less willing to get caught up in our sports mania, the strip presents a refreshingly funny panacea for the lofty position sports holds today.

FOR BETTER OR FOR WORSE *by Lynn Johnston*

Lynn Johnston's contemporary family strip will make an indelible mark on the '80s. **FOR BETTER OR FOR WORSE** achieves what other family comic strips have not . . . it's honest, it's funny, it's real — it's meaningful. It is, in fact, a comic strip of what's happening in today's families, and it reflects what your readers are living, the love, the tension, the role problems and the awareness of the family under pressure. A wife and mother of two, Lynn Johnston enables us all to see ourselves more clearly — and to enjoy it in the process.

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DOONESBURY *by Garry B. Trudeau*

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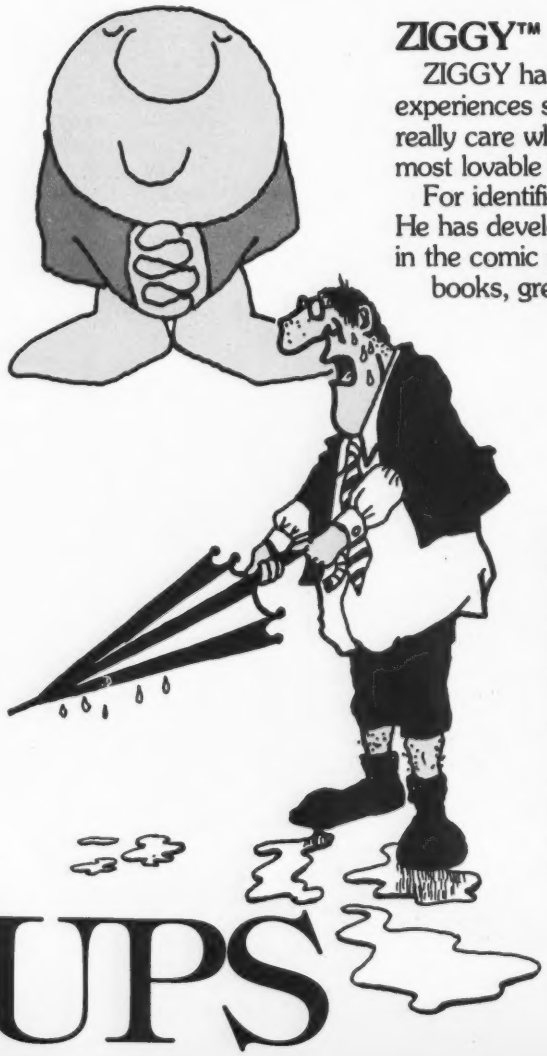

ZIGGY™ *by Tom Wilson*

ZIGGY has proven himself one of the few comic characters with experiences so universal that readers everywhere identify with him and really care what happens to him. He is, without a doubt, the world's most lovable loser as he battles with life's daily headaches.

For identification, few comic characters equal the impact of ZIGGY. He has developed into a nationwide phenomenon, appearing not only in the comic pages of leading American newspapers, but in best-selling books, greeting cards and a wide array of consumer items.

HERMAN *by Jim Unger*

On bulletin boards, refrigerators and office walls, **HERMAN** has made its mark in the minds of the nation's newspaper readers. For, without a doubt, Jim Unger's work is the brightest, most infectious humor available today.

You can't classify the humor of **HERMAN**, except with the word Unger himself has used: boffo. But the feature is destined to become a classic, for Unger aims at humans themselves, their delightful inconsistencies, ironies and peculiarities.

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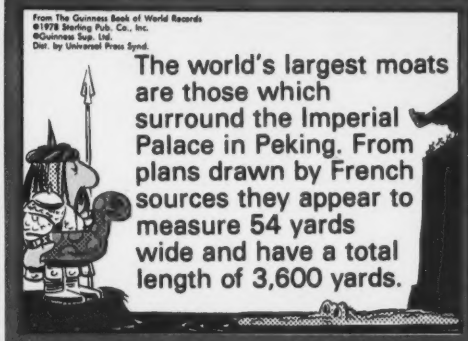
ART FEATURES



ACCORDING TO GUINNESS *by Norris McWhirter and Bill Hinds*
Highlights from the biggest selling copyrighted book in the world. D&S.

BASIL *by Gerry Lants*
Pantomine humor at its best and funniest. D.

CATHY *by Cathy Guisewite*
The world of the young, female and single, made painfully humorous. D&S.

DOONESBURY *by Garry B. Trudeau*
The Pulitzer-Prize winner and America's most talked about comic strip. D&S.

ENCYCLOPEDIA BROWN *by Donald J. Sobol*
Based on the best-selling children's books, the adventures of "the Sherlock Holmes in sneakers" involve the whole family. D&S.

FOR BETTER OR FOR WORSE *by Lynn Johnston*
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Hilarity and irony transforming the commonplace into laughter. D.

KEEPING UP *by Bill Hamilton*
The foibles of the upper middle class made humorous and all-too-vulnerable. D.

KELLY AND DUKE *by Jack Moore*
A new, contemporary twist on the classic boy/dog relationship. D&S.

THE MINI PAGE *by Betty Debnam*
The award-winning children's supplement in tabloid format. 1xW.

NIELSEN *by Jeff Millar and Jon McIntosh*
A light, satirical look at the big business that's known as entertainment. D&S.

PAUL SZEP
The two-time Pulitzer Prize winner takes on our national issues with scalpel-sharp art and wit. 4xW.

PAVLOV *by Ted Morris*
Pavlov proves it's a dog's world, but nevertheless a very funny one. D.

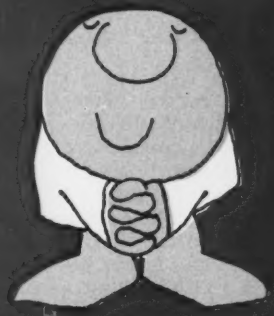
POP IDOLS *by Brendon Boyd and Stan Drake*
A sure turn-on for your younger readers, focusing on the latest stars in the world of pop music. 3xW, Inc. S.

SELLING SHORT *by Ken Ross and Don Roden*
A light view that makes business and finance tolerable and funny. D.

THE SMITH FAMILY *by Mr. and Mrs. George Smith*
Growing up with the Smith family is a delightful reminder of our own families. D&S.

TANK McNAMARA *by Jeff Millar and Bill Hinds*
America's love affair with sports in a fresh and funny light. D&S.

TRIM'S ARENA *by Hal Trim*
The zany things that might — and should — happen in sports. D.



ZIGGY *by Tom Wilson*
That bumbling, lovable fellow who reminds us of — ourselves. D&S.

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WHEELS *by Al Fleming, Ev Gardner, Charles Yarbrough, Charles Ewing, Kent Goforth*
A comprehensive package on cars — old and new, expensive and inexpensive, modest and flamboyant. Weekend.

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HOW TO MAKE MONEY IN YOUR SPARE TIME *by Milton Rockmore*
Sound, practical tips on the most effective way to combat the effects of inflation. Weekend.

CHILDREN

TELL ME WHY *by A. Leokum*
The questions children ask most . . . in a style for the whole family to enjoy and learn. 6xW, Art.

CITIZENS BAND

CB BREAK *by Mike Wendland*
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An experienced, inside look at Washington's people and events. 2xW.

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- Many **Mini Page** recipes are especially for the classroom.
- The kids can save each copy of **The Mini Page** and make a scrapbook to enjoy it all year long.

The Mini Page has Flexibility

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- Save a page of newsprint by using two of the four tabloid pages, or selected units in one full page.
- Run any of the eight standing features ROP anytime during the week, using a **Mini Page** logo with any element.
- Advertisers are interested in **The Mini Page** because it is taken into the schools. Advertisements can be inserted in place of modular features.
- **The Mini Page** offers local flexibility — i.e. replace a block with school lunch menus, local features or school news.

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Published by
The Editor & Publisher Co., Inc.
575 Lexington Ave.
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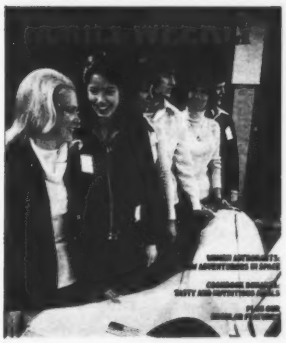

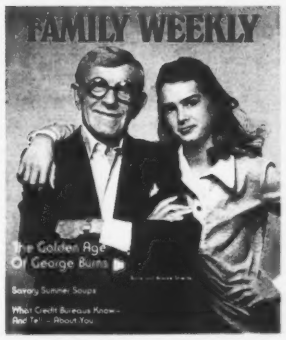

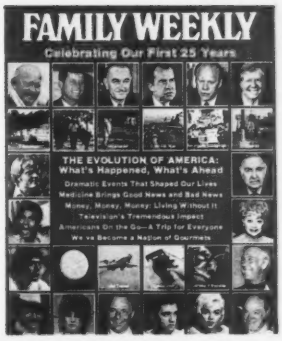

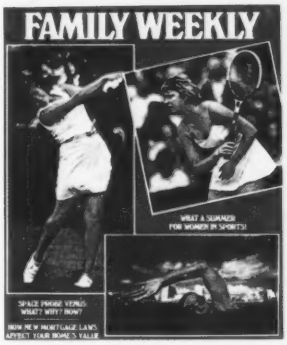

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Family Weekly's consistently interesting editorial content maintains loyal reader interest week after week. The magazine's eye-pleasing format achieves close viewing for every issue. Attention-getting graphics and diversified features are augmented by Family Weekly's incentive programs that forge a partnership-for-growth with participating newspapers. Circulation staffs participate in "Circulation Bonanza," which this year awarded papers more than $50,000 in prize trips in recognition of numerical and percentage circulation gains. Papers with Family Weekly show greater, quicker growth than similar size papers in comparable markets that don't carry the magazine.

Family Weekly's responsive readership insures an environment that stimulates increased opportunities for local rop linage — advertising that might not otherwise appear in newspapers. Last year this proven sales tool helped develop more than 11,000,000 lines of local ads for papers tieing in with national brand name ads that appeared in Family Weekly.

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COMICS WITH CHARACTER (S)

Gags, Laughs, and Smiles

HI & LOIS—The young suburban family now amuses readers of 900 newspapers. By Mort Walker & Dik Browne. D & S.

AGATHA CRUMM—She's the wacky captain of industry. By Bill Hoest. D & S.

ARCHIE—The world's favorite teenager is in over 600 newspapers and has TV tie-ins on six continents. D & S.

BARNEY GOOGLE AND SNUFFY SMITH—The rustic cornpone duo and their friends appear in more than 800 papers. By Fred Laswell. D & S.

TIGER—Funny kids in funny situations charm readers of 450 papers. Wonderfully drawn and conceived by Bud Blake. D & S.

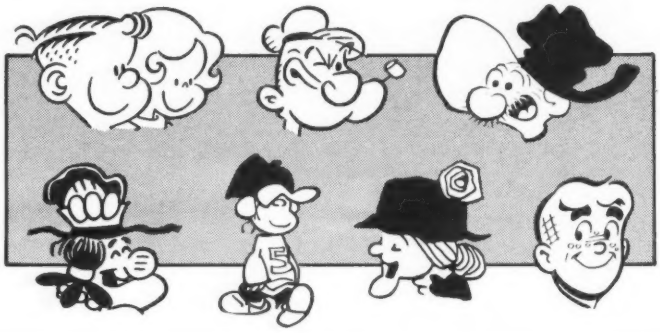
POPEYE—Fifty years old and stronger than ever in more than 250 papers, with a new CBS-TV series and soon a major movie. By Bud Sagendorf. D & S.

NO COMMENT—Shirvanian's distinctive style brightens the first new pantomime strip in years. D & S.

REDEYE—The funniest assortment of cowboys and Indians around. By Gordon Bess. D & S.

BONER'S ARK—Mort (Addison) Walker's crazy animals and confused humans. D & S.

SAM AND SILO—The comic constables in the Mack Sennett tradition. By Jerry Dumas & Mort Walker. D & S.



THE SMALL SOCIETY—Morrie Brickman's deft political and social satire. D & S.

INSIDE WOODY ALLEN—The neurotic comic genius is captured brilliantly in this strip by Stu Hample. D & S.

BRINGING UP FATHER—The timeless domestic squabbles of Maggie and Jiggs. By Kavanaugh, Fletcher & Camp. D & S.

MOOSE MILLER—Lazy and lovable. By Bob Weber. D & S.

MR. ABERNATHY—He's got money, girlfriends and readers. By Ralston Jones & Frank Ridgway. D & S.

THE KATZENJAMMER KIDS—Hans, Fritz and the Captain are as funny as ever. By Mike Senich. D & S.

HENRY—The most widely read pantomime strip in the world. By Jack Tippit & Don Trachte. D & S.

THE FLOP FAMILY—An unusual spoof of family life. By Swan. D.

NUBBIN—A cute kid and his daffy animal pals. By Jim Burnett & Henry Boltinoff. D.

QUINCY—The inner city kid, drawn warmly and humorously by Ted Shearer. D.

HUBERT—Man versus Mother-in-Law. By Dick Wingert. D & S.

Plenty of Panels with Warmth and Whimsy

THE LOCKHORNS—The hilarious combat of the comics' most hostile couple. By Bill Hoest. D & S.

RIPLEY'S BELIEVE IT OR NOT—The famous collection of strange facts and oddities appears in more than 300 papers. D & S.

HAZEL—Ted Key's hilarious maid is a national institution. D.

LAFF-A-DAY—Top cartoonists take turns providing big laughs. D.

THEY'LL DO IT EVERY TIME—They will, too. Human nature at its most erratic, appearing in more than 400 papers. By Bob Dunn & Al Scaduto. D & S.

LAUGH TIME—The daily world is a funny place and Bob Schroeter captures it perfectly. D.

THE LITTLE WOMAN—The foibles of marriage portrayed by Don Tobin. D & S.

MY GRANDMA—She's everybody's favorite grandma. By Donna Sott. D.

PONYTAIL—The pert teenager with her zany friends. By Lee Holley. D & S.

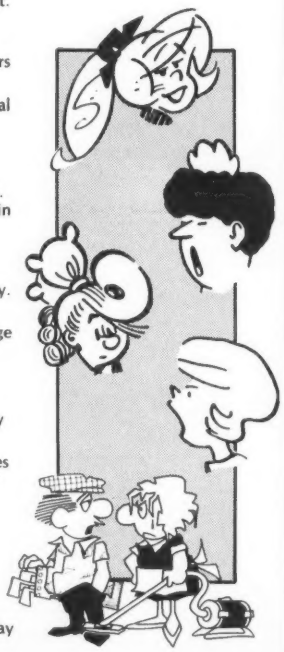
QUEENIE—The blonde bombshell who leaves men speechless and women jealous. By Phil Interlandi. D.

TRUDY—The young marrieds' delightful darling. By Jerry Marcus. D & S.

YOU'RE GETTING CLOSER—Warm and sensitive ways to improve adult/child relations. By Patte Wheat & Dale Hale. D.

LITTLE IODINE—The spoiled kid of the Sunday funnies. By Bob Dunn & Hy Eisman. S.

TODAY'S WORLD—Fresh and incisive humor by David Brown. D.



Adventure, Suspense and Mystery

FLASH GORDON—The original space hero appears in over 300 papers, on NBC-TV and will star in a major motion picture. By Dan Barry. D & S.

THE PHANTOM—550 papers carry the saga of "the ghost that walks." By Lee Falk & Sy Barry. D & S.

MANDRAKE THE MAGICIAN—Occult tales with Mandrake and the mysterious Lothar. By Lee Falk & Fred Fredericks. D & S.

PRINCE VALIANT—Classic art and great storytelling of the Age of King Arthur. By Hal Foster. S.

STEVE CANYON—Milton Caniff's famous soldier of fortune lends excitement to 600 papers. D & S.

BUZ SAWYER—The globetrotting adventurer to whom trouble is no stranger. By Hank Schlensker & Edwin Granberry. D.

THE HEART OF JULIET JONES—Contemporary drama and Stan Drake's extraordinary art. D & S.

BRICK BRADFORD—Futuristic peril with the celebrated time traveler. By Paul Norris. D & S.

DR. KILDARE—Life and death medical struggles of the young intern. By Ken Bald. D & S.

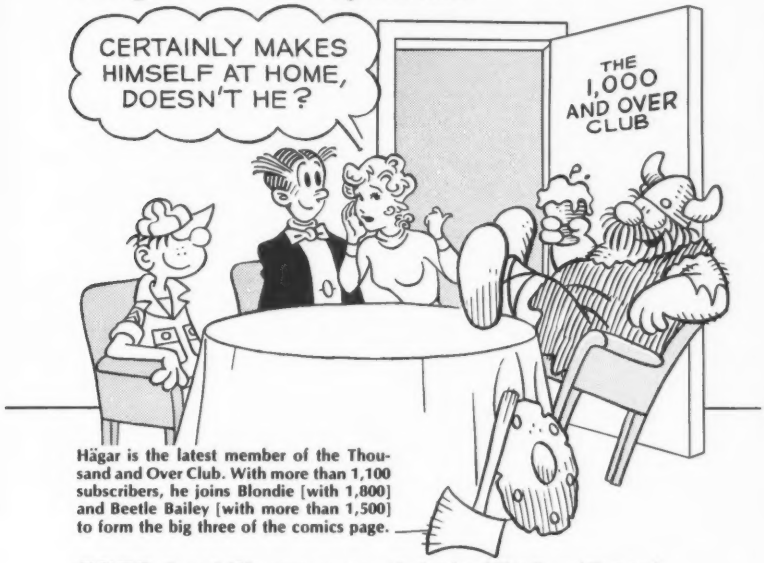
RIP KIRBY—The comics' smoothest detective with great art and fabulous stories. By John Prentice & Fred Dickenson. D.

SECRET AGENT CORRIGAN—The intrepid FBI man doesn't look for trouble. It finds him. By Al Williamson & Archie Goodwin. D.

TIM TYLER'S LUCK—Two teens in the jungle take on beasts and bad guys. By Lyman Young D.

GUNNER—The fast paced soccer strip with international appeal. By Alfredo Frassi & Lucho Olivera. D.

King Has The Superstars

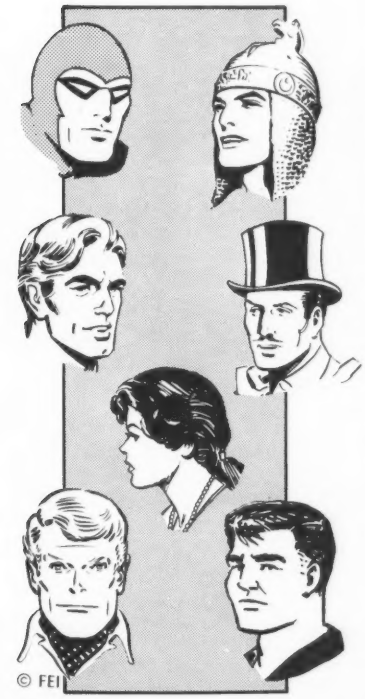


Hägar is the latest member of the Thousand and Over Club. With more than 1,100 subscribers, he joins Blondie [with 1,800] and Beetle Bailey [with more than 1,500] to form the big three of the comics page.

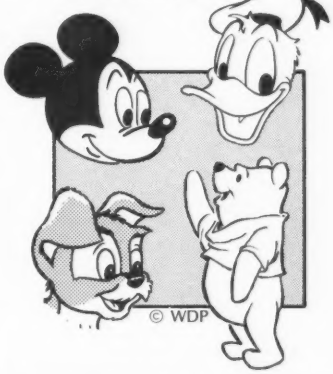
BLONDIE—Some 1,800 papers now carry the laughs of Blondie and Dagwood, everyone's favorite couple. By Dean Young & Jim Raymond. D & S.

BEETLE BAILEY—Mort Walker's famous Army goldbrick appears in 1,500 papers worldwide. D & S.

HÄGAR THE HORRIBLE—The bumbling Viking is in 1,100 papers and is still growing fast. By Dik Browne. D & S.



The World of Disney Comes Alive



WINNIE THE POOH—The fabled bear and his friends delight children of all ages. D & S.

DONALD DUCK—Disney's irascible, wisecracking duck. D & S.

SCAMP—The cuddly canine with a nose for trouble. D & S.

MICKEY MOUSE—The world's most popular mouse is the star of newspapers, television and film. D & S.

TREASURY OF CLASSIC TALES—Special stories with the Disney touch. S.

WALT DISNEY'S ANNUAL CHRISTMAS STRIPS—Christmas tales designed just for the holiday season. D.

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HINTS FROM HELOISE—The classic household service column from a famous name in homemaking. 6 TW & Sunday page

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LIVING TODAY—Joan O'Sullivan writes the comprehensive lifestyle package on food, fashion and coping today. 6 TW

THE PENNY-WISE TRAVELER—Jane Morse shows how to get more vacation for less money. Weekly

ASSIGNMENT AMERICA—Respected journalist Phyllis Battelle looks at lifestyle trends and issues. 2 TW

THE WONDERFUL WORLD OF ANIMALS—The authoritative pet feature by Frank Miller, D.V.M. 6 TW or Weekend roundup

THE LEISURE CRAFTMAN—Phyllis Fiarotta explains craft projects from start to finish. 3 TW

YOUR HOME: BUILD AND IMPROVE—Architects John Bloodgood & Augustus Suglia offer new home ideas and improvement plans. Weekly

SUPER HANDYMAN by Al Carrell. Fix it yourself, simply and cheaply. 3 TW

TECH TALK—Today's consumer electronics. By Dick Cowan. Weekly

A NEW YOU—Emily Wilkens writes on health, beauty and manners. 3 TW

NUTRITION COOKBOOK—Philomena Corradeno's exciting recipes for healthy meals. 1 TW

Medicine and Advice

DR. JOYCE BROTHERS—Sound psychological advice from a respected authority. 7 TW

THE PEOPLE'S PHARMACY—Pharmacologist Joe Graedon writes on medicines—what's good and what's not. 2 TW

SPEAKING OF YOUR HEALTH—Lester Coleman, M.D. Tell him where it hurts. 6 TW

HELEN BOTTEL—Helen's answers to personal questions and daughter Sue's views from the younger generation. 7 TW

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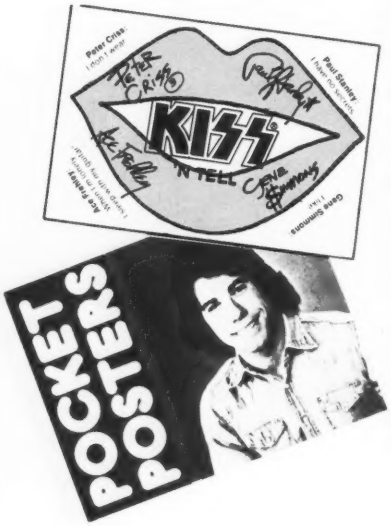

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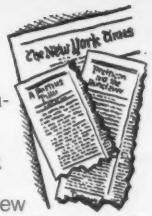

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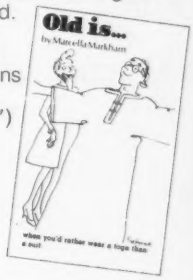

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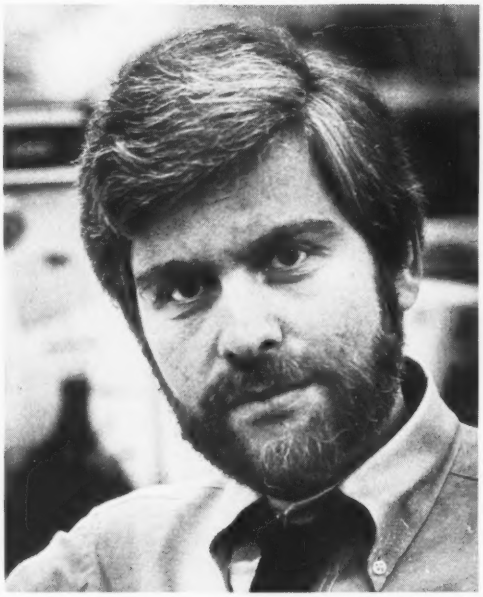

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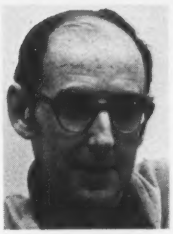

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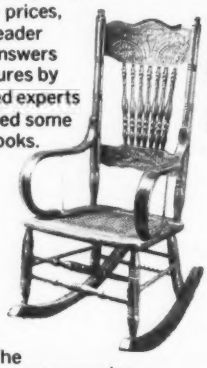

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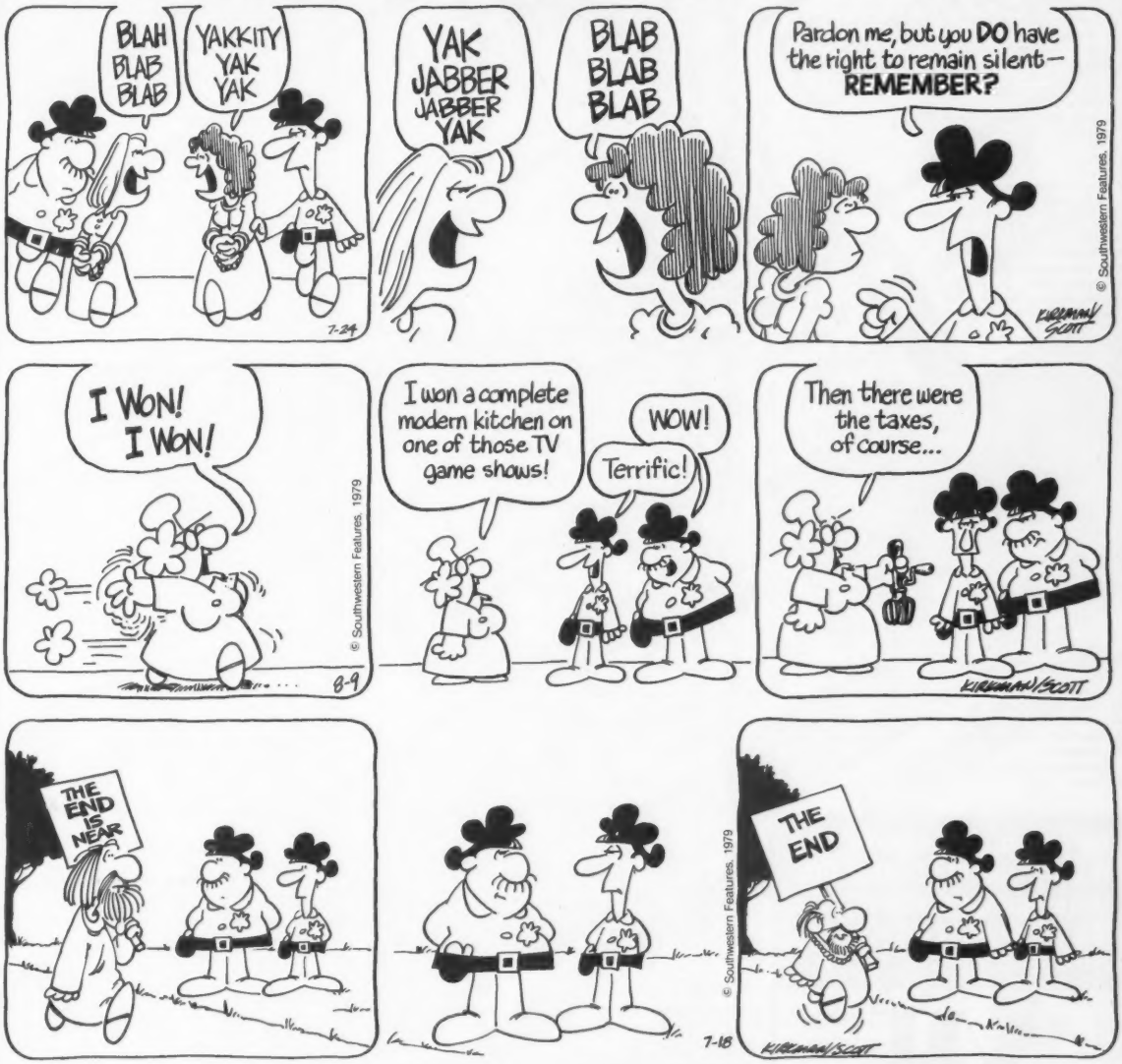

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MOG—Morgan Associates, Newspictures
MOR—Mark Morgan Inc.
MOS—Mort Olshan Sports Features
MRT—Stan Meritakis
MSC—MSC, Inc.
MUR—Murtin-Harris Syndicate
NANA—North American Newspaper Alliance
NAT—Natural Features Syndicate
NCF—National Catholic News Service
NEA—Newspaper Enterprise Association
NEP—The New Press
NEW—New York Today, Inc.
NFS—National Features Syndicate
NGC—The Name Game Co., Inc.
NGS—National Georgraphic Society News Service
NHN—Newhouse News Service
NIES—Newsweek International Editorial Service
NMD—NMD Features
NPC—National Public Policy Syndicate
NPS—News Portraits Syndicate
NRS—News Research Service
NUM—Numismatic Information Service
NWR—The News World Syndicate
NWS—News Associates
NYT—The New York Times Syndication Sales Corp.—Special Features
NYT-NS—New York Times News Service
NYT-P—NYT Pictures
ONE—One Syndicate
OPS—Oceanic Press Service
OWS—On Wheels Syndicate
PAG—Page Publishers
PAK—Pakistan Feature Syndicate
PAU—J. S. Paul
PCC—Photo Communications Co., Inc.
PCF—Press-Craft Features
PET—Pet Parade, The
PF—Phoenix Features
PFB—Publishers Financial Bureau
PIO—Pioneer Press Service
PLY—Plympton
POS—Jack Posner
PRA—Press Associates, Inc.
PRB—Press-Radio Bible Service, Inc.
PRI—Princeton Features
PTF—Partime Features
PTL—PTL Television Network
PUN—Phil E. Pierce
PWF—Press Wire Services/Press Wire Feature Services
PYL—Dolores Pyle
QUF—Quiz Features
RBN—Richey-Bosch News Feature/Syndicate
RCR—D. K. Record Reviews
REC—Recipe clinic
REF—Real Estate Feature Services
REH—Charles Rehns Publications
REL—Religious Drawings, Inc.
RER—Real Estate Research Institute
REU—Reuters
REY—Reymont Associates
RFS—Robison Feature Syndicate, James
RGA—R-GABS Comic Features Syndicate
RHC—Real Estate House Calls
RIC—Dorothy Ricker
RIN—Norman Richmond
RIP—Rip Off Comics Syndicate
RIS—Richmond Syndicate
RNS—Religious News Service
ROC—The Rockmore Company
ROJ—June Roth Features
ROL—Roll Call Report (Thomas')
ROO—Edith Kermit Roosevelt Syndicate
RPT—Rock-Pop Syndicate
RTS—The Register and Tribune Syndicate Inc.
RTW—Right to Work News Service
SA—Soccer Associates and Jeffrey Lee Syndicate
SAF—Seven Arts Feature Syndicate
SAG—Gary Stevens Associates
SAW—Sawyer Press Feature Syndicate

HOWARD JARVIS
"AT THE GRASS ROOTS"

Hap Hazard
BY BOB ZAHN

CINEMA SCORE
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IIPS

SYNDICATE NAME CODE

SBP—BP Singer Features, Inc.
SCE—Eric Schaefer
SCH—Miv Schaaf
SCI—Soccer Communications, Inc.
SEA—Seabreezes
SF—Suburban Features
SFI—Suburban Features, Inc.
SFS—Snappy Filler Service
SHR—John H. Shropshire & Associates
SIE—Sierra Features
SIR—SIRS Syndicate
SM—Al Smith Feature Service
SMP—Summit Press Syndicate
SOG—Shades of Green
SOL—Goody L. Solomon
SON—William Sonstein
SPA—F. G. Spadone
SPE—Specialty Features Syndicate
SPI—Sunstroke Productions, Inc.
SPS—Spadea Syndicate, Inc.
STA—Stamping Grounds
STE—Mark Stevens Features
STG—Star-Gazing
STO—Stock Market Graphic Features
STR—Star Service Syndicate
SUM—Anita Summer
SUN—Tornoto Sun Syndicate
SWF—Southwestern Features
TAG—Tagumi Features Syndicate
TAJ—Jon Taylor & Co.
TAP—Tel Aire Publications, Inc.
TAY—Lillian Taylor
TEE—Teenage Corner, Inc.
TEL—Tele-Log
TFS—Transworld Feature Syndicate, Inc.
TGT—The Green Thumb
THF—Robert Thornton Features
THG—The Hampshire Group
TIN—Tiny Features, Inc.
TM—Two Minute Mystery Series
TRF—Travel Facts
TSE—Theme Song Enterprises
TSS—Toronto Star Syndicate
TTW—Traveler's World Syndicate, The
TVC—TV Compulog Services, Inc.
TVD—TV Data Inc.
TVW—TV Watch, Inc.
TWN—Trans-World News Service
UB—U-B Newspaper Syndicate
UCS—United Cartoonist Syndicate
UFS—United Feature Syndicate
UME—United Media Enterprises, Inc.
UNI—University of Iowa H/S News Service
UNP—Universal Press Syndicate
UOP—United Overseas Press
UPI—United Press International
UPIN—United Press International Newspictures
UQ—Uncommon Quotations
USA—U.S.A. Syndicate
VEB—Byron Vaughns Enterprises
VEX—Vexilar, Inc.
VMG—VIP Medical Grapevine
WAR—Ward & Sons, Inc.
WCS—West Coast Syndicate
WEI—Weiss Philatelic-Numismatic Features
WHI—Leo White Productions, Inc.
WIL—Williams Newspaper Features Syndicate, Inc.
WIP—Wagner International Photos, Inc
WLS—Wilson Features Syndicate
WMP—Women Poll, Inc.
WNS—Women's News Service
WOR—World News Syndicate, Ltd.
WOT—Wine on the Table
WPW—Washington Post Writers Group
WTC—Winetaster's Choice
WUP—World Union Press
WWH—Wilson's Western Humor
WWN—Wideworld News Service
YFI—Your Fashion Image
YKM—Yoakum Features
YOU—Youth Research Institute
YPI—Young Productions Inc.

ABBREVIATIONS, SYMBOLS, CLASSIFICATIONS

Classifications (Indicated by "C")

1—Advice
1A—Antiques
• Art (see 30—Miscellaneous Columns)
2—Astrology; Graphology; Biorhythm
3—Automotive
• Backgammon (see 4—Bridge; Backgammon; Checkers; Chess)
4—Bridge; Backgammon; Checkers; Chess
5—Beauty
6—Books
7—Business; Financial Legal; Real Estate
• Career Guidance (see 16—Education)
8—Cartoons; Panels
• Chess (see 4—Bridge; Backgammon; Checkers; Chess)
9—Children
• Coins (see 26-Hobbies)
10—Comics (strips, Sunday pages)
11—Commentary—Columns
12—Commentary—Cartoons
13—Consumerism
• Culture (see 30—Miscellaneous Columns; 6—Books; 20—Fillers; 31—Motion Pictures; 32—Music; 41—Radio-Television; 50—Theater)
• Ecology (see 17—Environment)
14—Editorial Art; Cancatures
15—Editorial Cartoons
16—Education
• Entertainment (see 31—Motion Pictures; 32—Music; 41—Radio-Television; 50—Theater)
17—Environment; Ecology
• Farming (see 22—Gardening)
18—Fashions
19—Fiction
20—Fillers
• Financial (see 7—Business; Financial; Legal; Real Estate)
21—Food
• Games (see 40—Puzzles; Quizzes; Word Games)
22—Gardening; Farming
23—Gossip
• Graphology (see 2—Astrology; Graphology; Biorhythm)
24—Health
25—History; Politics
26—Hobbies
• Horoscope (see 2—Astrology; Graphology; Biorhythm)
27—Household; Do-it-yourself; House Plans; Interior Decorating)
28—Humor—Columns
• Legal (see 7—Business Financial; Legal; Real Estate)
• Literature (see 6—Books)
29—Maps
30—Miscellaneous Columns
31—Motion Pictures
32—Music
33—National and World Affairs
34—Outdoors; Boating; Camping; Hiking; Fishing
35—Patterns; Sewing
36—Pets
37—Photography
38—Photo Services; Pictures
• Politics (see 25—History; Politics)
39—Polls; Surveys
40—Puzzles; Quizzes, Word Games
41—Radio-Television
• Real Estate (see 7—Business; Financial; Legal; Real Estate)
42—Religion
43—Retirement; Senior Citizens; Veteran Affairs
43A—Science and Technology
44—Serials
45—Short Stories
46—Special Pages and Features
47—Sports—Spectator
48—Sports—Participation (see also 34—Outdoors)
• Stamps (see 26—Hobbies)
• Television (see 41—Radio-Television)
49—Television Program Listings
50—Theater
51—Travel
• Veterans (see 43—Retirement)
52—Women's Pages
53—Youth

How Often Is Feature Supplied:

Daily	d
Daily & Sunday	d&S
Sunday	S
Seven Times a week	7tw
Six times a week	6tw
Five times a week	5tw
Four times a week	4tw
Three times a week	3tw
Two times a week	2tw
One time a week	1tw
Annually	an
Contract	cont
Occasionally	occ
Monthly	m
Quarterly	qt
Seasonal	sea

Size of Feature

Number of words	500 etc.
Picas wide and inches deep	42x5", 78.6x4", etc
Page (Standard)	ps
Page (Tabloid)	pt
Double Truck	dt
Half-page (Standard)	hps
Half-page (Tabloid)	hpt
Half-page (Vertical)	hpv
Third-page (Standard)	tps
Third-page (Tabloid)	tpt
Quarter-page (Standard)	qps
Quarter-page (Tabloid)	qpt
Quarter-page (Horizontal)	qph
Sixth-page (Horizontal)	sph
Sixth-page (Vertical)	spv
Varies	var
Book length	bl
Supplement	sup

How Feature is furnished

Manuscript	man
Scannable	
Courier 12	C12
OCRA	ocra
Perry 199	P199
Offset reproduction proofs	orp
Camera ready	C-rdy
Illustrated with drawings	id
Illustrated with glossy print photos	igp
Illustrated with photo negatives	ing
Wire	wire
AP Data Feature	DF
UPI DataNews	DNS
By mail	mail
Available on tape	tape
Also available in Spanish	*

TITLES OF BY-LINED FEATURES

A

ABC News-Harris Survey—Louis Harris	CTN
A Changing World—John Pinkerman	NWS-CNS
A Child Learns To Swim	TSS
A Conservative View—James. J. Kilpatrick	UNP
A Good Book To Read—Martin J. Ross	LAW
A Letter Of Fact And Analysis—Sidney DuBroff	GPL
A Little Leary—Bill Leary	LAT
A Little Prayer—Mary Alice Bennett	AF
A New You—Emily Wilkens	KFS
A Problem Today—Ida Nettleton	SBP
A Time For Living—Jory Graham	UNP
A Time To Live—Robert Walton	UNP
A Woman Like You—Frances Scott	BAS
A Woman's View of Foreign Affairs—Trudy Mulcahy Howard	HOW
A Word Edgewise—John P. Roche	KFS
About Books—American Library Assn.	NEA
About Camping—Craig Mitchell	FET
About People	UPI
About Real Estate—Don Campbell	RTS
About The House	TVC
About Tools—Ronald E. Thomas	FET
About Your Home—Lillian Hughes	EDC
Abroad At Home—Anthony Lewis	NYT-NS
According to Guinness—(illus)	UNP
According to Guinness—(text)	UNP
Accuracy In Media—Reed Irvine	AIM
Adams In Washington—John Adams	EDC
Ad-Ribs—Bob Poet	RIS
Adam's Rib—Eve Adams	TWN
Adventure Postpaid—Jeff Miller	SA
Advertising Basics—Hal Betancourt	BET
Advice from A to Z—Betty Lea	DFS
Advice to the Leaflorn—Claire Garrett	HOF
Advice To The Taxlorn—Jacob Smith	INO
Afield & Afloat—Hank Andrews	WLS
Affairs Of State—Fred W. Kline	CAP
After Dark—Alan Joseph	SPI
After Divorce—Dr. Melvyn Berke & Joanne Grant	RTS
Agatha Crumm—Bill Hoest	KFS
Agony	ITP
Agriculture Roundup	CAP
Aid For The Handicapped—Charles Rehns	REH
Air Hawk—B. Foley	SBP
Aislin Political Cartoons—Aislin	TSS
Alcoholism—Morris E. Chafetz, M.D.	IMTS
Al Liederman's Column—Al Liederman	FET
Alexander's Local Cartoons—Jerry Alexander	SPI
Alex in Wonderland—Bob Cordray	CNS
Alice Widener Column—Alice Widener	USA
All About Beauty—Sharon Shoemaker	ASC
All About Horses—John H. Shropshire	SHR
All About Pets—Eleanor Price	LAT
Alladin and His Magic Lamp—Mahmood Ahmad Qazi	PAK
Alley Oop—Dave Graue	NEA
Along The Camping Trail—The Bascomes	BA
Along The Food Trail—The Bascomes	BA
Along The Wine Trail—The Bascomes	BA
Altar Stairs—Dr. John Kirkpatrick	HPS
American News Report—Ben Gallob	JTA
America's Songbag—Gomer Pound	WLS
American Journal—David Armstrong	FET
Amy—Jack Tippit	RTS
An Americanist Viewpoint—Grace Hamilton	AMW
An Astrological Guide To Buying A New Car—Marian Futterman & Joanne C. Jarvis	AST
An Editor's Outlook—Jenkin Lloyd Jones	LAT
Ancient Proverbs And Their Modern Relevancies—Charles Rehns	REH
Andy Capp—Reggie Smythe	FNS
Animal Ad-Libs—Dana Mason	BAL
Animal Crackers—Roger Bollen	CTN
Animal World—Helen Galantiere	CMF
Anita Summer's New York—Anita Summer	SUM

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EDMUND VALTMAN

Pulitzer Prize winning Editorial Cartoonist. Perceptive, biting, ofttimes irreverent and always on target. Great art work by a master.

SUGAR—*Cartoon Strip*
By Dr. Robert Gill

Rev. Jesse Jackson says "Sugar is a little slice of life sprinkled with a tasty ethnic flavor which is lacking in most of today's comic pages." Sugar will delight your readers.

SUPER SHRINK

Dr. Edward Stark's comic strip is about a shrink by a shrink and he spoofs himself and others—laughing at himself and the shrinks of the world.

MADGE THE BADGE

Al Liederman is an experienced cartoonist and his cartoon strip shows with great humor how "Madge The Badge" reacts to the same situations as any cop on the beat or in a patrol car.

LONG STRETCH

Harry Schwalb in his cartoon strip of the saga of the common man, completely confused by the vagaries of life and having fun with all of us. Sharp relevant humour that always makes a point.

JEST FOR LAFFS

Audie Bransford slants his comic strip as a "sitcom" in print and succeeds in bringing a smile—and more often a real good laff.

BOB ZAHN

His *BIGG'S BUSINESS* cartoon panel named by *People* Magazine as one of brightest to come along in years. This is a universally appealing panel. A genuine spoof on the world of big shots: the tycoon, the politico and the bureaucrat.

THE LAST WORD

Fred Surace provides the laughter for the unspoken last word in his daily cartoon panel. His work has appeared in *Saturday Review, N.Y. Book Review* and major American and European publications.

THE SKIPPER

Ron Stanfield will amuse your readers with the nautical nonsense of "The Skipper" and the zany antics of his crew.

KID STUFF

Charles Wible's rib-tickling cartoon panel sketches the misadventures of "the little people" coping and capering through the world of grown-ups.

PHILLIP

Angelo DeCesare has created a warm and entertaining comic strip with "Phillip'—a 7-year-old whose high jinx and outlandish excuses in parochial school drives his teacher, Sister Agnes, to distraction—although she always outsmarts him in the end. Remember when the funnies were really funny? "Phillip" will keep all your readers laughing, and circulation growing.

EDDIE GERMANO
Editorial Cartoonist.

Distinctive style, striking art work. Hard-hitting and timely. Winner of a dozen national awards including the Freedom Foundation's coveted award in editorial cartooning in successive years.

QUASAR THE WARRIOR
By Tom Delevett

Beautiful art work in cartoon strip of *Quasar*, Prince of the Barbarians. Set in the future so incredibly distant it has become the past once again. Human and near human forms of life emerge from this talented pen.

THE SPORTS FILE

E.V. Abrahamian has a new panel cartoon depicting uncommon facts about professional and amateur athletes of the past and present.

ENERGY PERSPECTIVE

By Tom Dougherty

One of the nation's foremost writers in the energy field. With over 30 years experience and daily dealings with both industry and governments throughout the oil producing world as a vice president of a leading and objective news and data gathering service will contribute to your readers' understanding of the energy crisis and keep them informed of the on-going struggle for America's energy independence.

JOSEPH FRIED

Editorial commentary

"To The Point". Award-winning Joseph Fried has covered a wide sweep of historic events ranging from the marathon trial of Nazi Adolf Eichmann to the lightning Entebbe rescue mission. His 22 years of reporting from the Middle East, Asia, Europe and Africa for the New York Daily News won him the coveted Newspaper Guild's Page One Awards in the category of foreign news reporting in both 1976 and 1977.

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THE LOS ANGELES TIM

FIRST IN IDEAS

J. Willard Colston, President

We believe that ideas—new ideas, different ideas, previously unheard-of ideas—will be the difference for syndicates in the 1980s.

Like newspapers, syndicates that are first with the best new ideas and concepts will prosper. Those that are prisoners of dated points of view will falter and fade.

That is why prospects for the Los Angeles Times Syndicate are so bright. We are a syndicate of ideas. For example, we regularly use sophisticated marketing techniques to find out what feature editors want.

And, we survey editors regularly for feedback on existing features, as we did with our Star Wars comic strip shortly after its launching.

We intend to do everything possible to be first in innovation in all aspects of syndication—editorial, sales and service.

Every newspaper editor wants his newspaper to reflect and fulfill the ever-changing needs and interests of his readers. The Los Angeles Times Syndicate is committed—in this rapidly changing, future-shocked world—to helping you meet this challenge. We will be first with the new-idea features for the new demand.

You can count on it.

J. Willard Colston

J. Willard Colston, President

FIRST IN EDITORIAL EXCELLENCE

Dan Byrne, Editor

Under Editor Dan Byrne, the Los Angeles Times Syndicate's editorial department is patterned on a standard metropolitan daily newspaper operation. Columns move through the copy editing process under Chief Copy Editor Char Hopwood. Names, spellings, style and construction are checked using the Los Angeles Times Editorial Library by the individual copy editors, Connie Cloos, Dan Pollock, Maggie Perdue-Harris and Charles Ranberg.

Managing Editor Tom Durkin, whose newspaper career started on the Salt Lake City Tribune and includes eight years as a desk man and feature editor for the Los Angeles Herald Examiner, is in direct charge of the Syndicate's editorial operation under Byrne, whose 27 years' experience includes work with the Canadian Press in Toronto, United Press International in Los Angeles and New Mexico and newspapers in Nevada, Arizona and California. Byrne was a news editor on the National and Foreign Desks of the Los Angeles Times for 10 years before joining the Syndicate as editor in 1977.

"Our syndicate is committed to editorial excellence," Byrne says. "With 75 text features, as well as weekly book serializations and special articles, we produce probably the highest volume of copy of any syndicate in the world. Nevertheless, every page of material that we distribute must meet the standards of the most discriminating newspapers on our client lists."

Tom Durkin, Managing Editor

Connie Cloos/Char Hopwood
Chuck Ranberg/Dan Pollock

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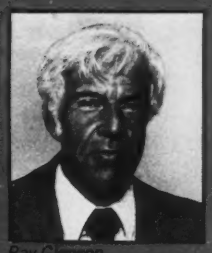

Ray Gleason

FIRST IN SALES GROWTH

The Los Angeles Times Syndicate's dynamic approach to sales is reflected in revenue, up 28 percent this year, with the sales staff selling at three times the industry average.

"Some syndicate salesmen go into editors' offices using showmanship and gimmicks trying to force their features—good or bad—into a newspaper," said Richard S. Newcombe, director of sales. "Our approach is entirely different. We listen to editors. They know their papers and readers better than we do. Our goal is to discover their problems and to help solve them."

The Syndicate sales organization is both energetic and seasoned. Newcombe, a former bureau chief for UPI, has a combination of sales and news background. Ray Gleason, with 21 years on the staff, is a familiar face in every daily newspaper west of the Mississippi and in Wisconsin.

Joe Hanley, head of the New York office, has been involved with the media all of his professional life, including CBS and Fairchild Communications. Marilyn Munyer, who works in the Midwest and South, distinguished herself as an enterprising reporter before entering sales.

The Promotion Department, headed by Ed Grade, offers one mailing per week on existing features, and telephone representatives, including Victor Olefson in New York, speak with scores of editors each week about these features.

Ed Grade, Promotion Director

FIRST IN SERVICE

The Los Angeles Times Syndicate supplies features to almost every one of the 1,700 daily newspapers in the United States and hundreds more around the world. The production, servicing and billing of such a volume of material constitute an immense undertaking and one in which the Syndicate also has established a goal of being first.

The job of producing and mailing the tens of thousands of columns and other features that go out of the Syndicate each week is handled by Production Supervisor Gladys Grady and her staff, including assistant Annie Banks. Gladys excels in the logistics of organizing the overnight delivery of copy to Paris or Peoria.

Sales Coordinator Diana Peterson, and assistant Conchita Cox, make the complex job of feature starts and stops look easy. And to make it work as smoothly as it looks, their office more often than not is the last one to turn off the lights at the end of the day.

Gladys Grady, Production Supervisor

Annie Banks, Asst. Production

Diana Peterson/Conchita Cox, Sales Coordinator

Frank Chu, Accounting

Frank Chu is in charge of the Syndicate's computerized accounting department in which the complex task of billing for hundreds of accounts is accomplished with a smoothness and efficiency unrivaled in the industry. Frank and his computer printouts are held in high esteem by scores of Syndicate contributors who receive a detailed client-by-client accounting of sales with their checks every four weeks.

Johnnie Walker, Sandee Greko, Kathy Maher, Secretaries

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THE LOS ANGELES TIM

Coming in November
from the Syndicate with the commitment to be first...

STAR TREK™

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No space adventure has proven more durable.
Now coincidental with the release of the first Star Trek motion picture, scheduled for December, 1979, the Los Angeles Times Syndicate will be offering this stellar comic page adventure-action strip. Call for territory reservation.

FIRST IN NEW CO

ES SYNDICATE IS FIRST.

The Los Angeles Times Syndicate led comics pages into the space age with Star Wars in the most talked about and successful feature inauguration in years. The movie, the most popular in history, will be re-released beginning August 15 to 1,400 theaters across the country, and the sequel, *Star Wars: The Empire Strikes Back*, is scheduled for release in May 1980.

MICS FOR THE 80s.

THE LOS ANGELES TIM

PAUL CONRAD's lucid, sardonic style and keen perception of man's foibles and frailties have earned him two Pulitzers and a place in the first rank of political cartoonists. Five times weekly.

CONRAD

FIRST IN BY-LINES

Big names are the name of the game in newspaper syndication and the Los Angeles Times Syndicate has some of the biggest.

Look them over. Shouldn't these skilled and popular professionals be working to attract and hold readers for your newspaper?

PAT OLIPHANT has won all of the prizes including the Pulitzer, Headliner Award and Ruben. In over 450 papers, he's in a class by himself, despite the legion of imitators. Five cartoons weekly.

OLIPHANT

SYDNEY OMARR, says Time magazine, is "astrology's most skillful public protagonist." Millions of his books have been sold and millions follow his column. Seven releases per week.

OMARR

LOVE IS...

KIM GROVE CASALI's unique LOVE IS panel, the world's most clippable newspaper feature, is warm, wonderful and packed with great charm. Six times per week.

JEANE DIXON. Whisper her name in Washington, Wisconsin or the world and you immediately become the center of attention, where she has been with her astrology column for decades. Seven times weekly.

DIXON

RODERICK MANN is the best and most respected motion picture columnist writing for newspapers today. An astute observer, a superb reporter. Thrice weekly.

MANN

THIMMESCH

NICK THIMMESCH knows everyone who counts in Washington and they know—and talk—to him. No columnist can match Thimmesch's solid commentary linked with exclusive reporting. Thrice weekly.

PAUL HARVEY is the closest thing to instant communication that has yet been achieved with a typewriter. Clear, unequivocal, candid, Harvey has no rivals for a broad segment of Americans. Thrice weekly

HARVEY

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ES SYNDICATE IS FIRST.

JIM MURRAY, with great wit and writing skills, provides a unique and irreverent commentary on sports. His contemporaries have voted him America's No. 1 sportswriter 12 out of the past 13 years. Thrice weekly.

MURRAY

ART BUCHWALD

ART BUCHWALD is the world's No. 1 satirist and humor columnist. He is a much-in-demand public speaker and has authored numerous best-selling books, including *Washington Is Leaking* and *The Buchwald Stops Here.* Over 525 papers buy him and Pravda steals him. Thrice weekly.

JOSEPH SOBRAN can be called a conservative but he is larger than the category. He writes beyond politics to the heart of what's happening with Americans today. Twice weekly.

SOBRAN

MARIAN CHRISTY interviews members of the Who's Who Now crowd in politics, the arts, publishing and fashion. She's exclusive, bright and entertaining. Thrice weekly.

CHRISTY

ALFRED SHEINWOLD, a world-champion bridge player, writes the best bridge column in the business. His witty reports are entertaining as well as instructive. Seven releases weekly.

SHEINWOLD

FIRST IN BOOK SYNDICATION

No syndicate serializes more books than the Los Angeles Times Syndicate. In the last 10 months we've done 75 books, ranging from "The Suicide Cult" by the staff of the San Francisco Chronicle (which was written, sold and released to 69 newspapers in a matter of days after the Guyana massacre) to "Shooting Star," Maurice Zolotow's definitive biography of John Wayne.

Besides books, the Syndicate distributed a host of special articles and features ranging from a three-part series on the decline and fall of Skylab to a remarkable essay by Nobel laureate Saul Bellow on the signing of the Israeli-Egyptian Peace Treaty. The Bellow article was commissioned jointly by Newsday and the Syndicate.

Another special article was a superb profile of Margaret Thatcher by Sir Harold Evans, editor of the Sunday Times of London. It was on the desks of editors as news of Thatcher's election victory was coming over the wires. And with all eyes on Sen. Edward M. Kennedy in this preelection year, the Syndicate distributed an exclusive in-depth article on where the senator stood, by Robert Healy, associate editor of the Boston Globe.

In charge of special articles and book sales is Doris Richetti, who helps dozens of editors daily plan their features pages.

Doris Richetti, Special Articles Division

Most of these features are available on AP DataFeature, UPI DataNews and the Times/Post News Service wire. For feature format and frequency consult listings elsewhere in Syndicate Directory.

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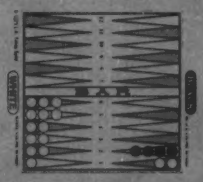

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IN SCHOOL ON PLANET EARTH

THE LIFE-AFTER-DEATH BANDWAGON

by Toya Morgan

EVIDENTALLY the life-after-death bandwagon is rolling full-steam through middle America. It just ran over me in the form of a little old lady who cornered me in the metaphysical section of the library.

"Isn't it great to know that dying isn't really dying after all?" said the silver-haired woman. "And don't you agree it's time this society did away with dying?"

"Well." I shrugged, "I've never given it much thought. With the population explosion and the balance of nature stuff on television, I've always figured some of us would keep moving on to make room for others."

A second look at the dear, old soul behind the granny glasses made me realize that was the wrong thing to say. If I were 81 and counting, I would not want to hear that. She pretended I hadn't responded.

"My dear," she said, "I have spoken to several individuals who have died and then come back to life and talked about it."

You just can't tell about people by looking anymore. This woman appeared mentally sound – the type who might be in a rocking chair knitting bootees for a great-grandchild. I quickly glanced at what she was wearing to see if she might be an escapee from a hospital ward or something.

"Why, even the Reader's Digest is carrying the stories. Don't you keep up with your reading?"

I suddenly realized that *Grimm's Fairy Tales* and the *Do-It-Yourself Medical Adviser* left some gaping holes in my knowledge of current events. The Reader's Digest? Well, that put all this life after death talk into a whole new light. My own grandmother used to swear by that magazine and based all her worldly opinions on what it said. I decided to pay attention to this well-read woman.

"Almost everybody who's died and come back says there's a long tunnel they slipped through before seeing a bright light at the end of it," the old lady said authoritatively. Not wanting to seem totally ignorant, I chose a remark I considered knowledgeable.

"Oh, That must be the underground entrance to the pearly gates." The woman's thin lips drew an impatient line across her weathered face. I got the unmistakeable feeling she didn't think I was holding up my end of the conversation.

"My dear, she said again, "the tunnel merely represents the feeling of zooming quickly from the earth world into another dimension." I hated to reveal more of my ignorance but I had to ask.

"Where's the other dimension?"

"Right here," the old lady said in wisdom-tinted tones. "It's almost like dreaming. You do dream, don't you dear?" I quickly assured her I did, relieved we'd finally reached some common ground.

"And where do you go when you dream?" she asked in schoolteacher fashion.

"Generally I just stay in bed," I apologized.

"Of course! The dream world is all around you, too. You simply focus on it when your body sleeps. Same thing with dying. You're like a camera with a zoom lens, focusing on what was there all along even though you didn't see it before."

With that she pivoted and marched jauntily into the world religions department. If she thought she'd enlightened me, she was wrong. Not only can I not see myself as a zoom camera, but I'm getting apprehensive about dreaming. If dreaming and dying are that much alike, how do I know I won't make a mistake some night?

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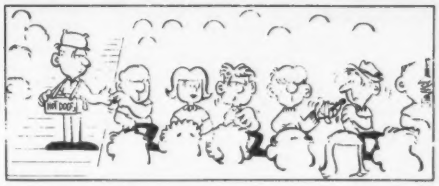

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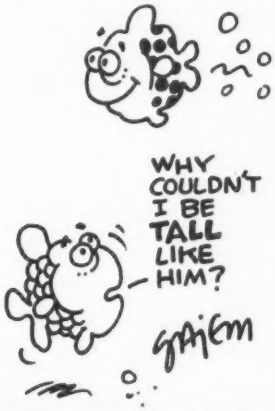

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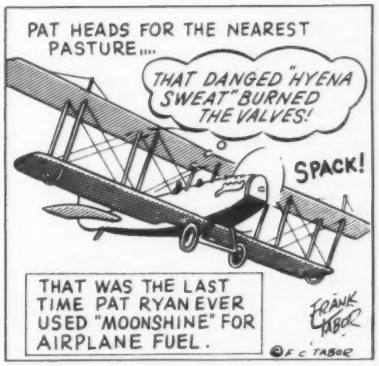

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Homing In ... HI
Homer's Groaners—Ed Stanoszek ... LAT
Honeydew—Harry Gaines Goodman, Jr. ... GOJ
Horizons ... UPI
Horoscope—Clay Pollan ... MCN
Horoscopes For Animals—Lady Cassandra ... AST
Horsing Around—Kathy Hoff ... BAL
House Call—Dr. G. Timothy Johnson ... CTN
House Calls—Edith Lank ... RHC
House Of The Week—Andy Lang ... APN
House Plans—Gerry Bishop ... UFS
Household—Ida Fried ... EPS
Household Repair Dictionary—Kurt Singer ... SBP
Household Scrapbook—Mary Craig ... OPS
How—Lois Libien & Margaret Strong ... CTN
How Can I—Beth Lewis ... OPS
How Compatible Are You With Your Pet?—Marian Futterman ... AST
How Creative Are You?—Whitt N. Schultz ... KNF
How It's Made And Functions ... LUI
How To—K. Keene ... CSP
How To Be A Successful Manager—Whitt N. Schultz ... KNF
How To Be An Assertive Listener—Dr. Baxter Geeting & Corinne Geeting ... CMF
How To Be A Winner—Whitt N. Schultz ... KNF
How To Be Successful—Whitt N. Schultz ... KNF
How To Build A Business—Whitt N. Schultz ... KNF
How To Business Articles—Whitt N. Schultz ... KNF
How To Communicate Skillfully—Whitt N. Schultz ... KNF
How To Develop Success Habits—Whitt N. Schultz ... KNF
How To Develop Your Potential—Whitt N. Schultz ... KNF
How To Improve Your Letterwriting Skills—Whitt N. Schultz ... KNF
How To Make Extra Money In Your Spare Time—Milton Rockmore ... UNP
How To Manage Stress Successfully—Whitt N. Schultz ... KNF
How To Motivate Yourself—Whitt N. Schultz ... KNF
How To Save Time—Whitt N. Schultz ... KNF
How To Sell Successfully By Mail—Whitt N. Schultz ... KNF
How To Sell Yourself—Joe Girard ... TWN
How To Solve Your Problems—Whitt N. Schultz ... KNF
How To Take The Fun Out Of Driving—Dick Harris ... HAA
How To Take The Fun Out Of Golf—Dick Harris ... HAA
How To Take The Fun Out Of Skiing—Dick Harris ... HAA
How To Take The Fun Out Of Tennis—Dick Harris ... HAA
How To Think Creatively—Whitt N. Schultz ... KNF
How's Business? ... PFB
Hubert—Dick Wingert ... KFS
Hugh Haynie Cartoon—Hugh Haynie ... LAT
Hulme's Cartoons—Etta Hulme ... NEA
Human Rights—Theodore Jacqueney ... FET
Human Side Of Science ... LUI
Humoresque—Don Alexander ... ARU
Humor Column—S. Whittington ... ML
Hurwitz On Education—Howard L. Hurwitz ... CF

I

Ib Ohlsson Art—Ib Ohlsson ... NIES
Icarus—Leon Nomides ... MCF
Idea Chaser—Jerry Langell ... AF
Ideas For Interiors—Deborah Kunstler, ASID ... MCN
Ideas In Education—Charles Roland ... FET
If It Fitz—Jim Fitzgerald ... LAT
I Like You Because—Naida Dickson ... DFS
Illusions & Realities—Michael Novak ... UNP
Imagination—Barbara Cole ... SUN
In America—Ron Hendren ... LAT
In America ... NEA
In Depth—James Riordan ... RPT
In Fashion ... EDC
Inflation Deflators ... TAJ
In Focus And Out—D.J. Herda ... IPS
In Outer Space—Terence Dickinson ... DIT
In The Beginning—Linus Maurer ... IPS
In The Nation—Tom Wicker ... NYT-NS
In The News (Photos) ... SF
In The Pits—Phil Steitz ... ART
In The Public Interest—Ralph Nader ... RTS
In Washington—Martha Angle & Robert Walters ... NEA
Indoor Gardening—Gay Nightingale ... ITP
Indoor Gardening—Jane Adler ... FNS
Info: A World Of Sense ... TVC
Info: Feedback ... TVC
Info Puzzle ... TVC
In-Quiz-itive Gourmet—Malcolm Herbert ... FET
Inside Auto Racing—Don O'Reilly ... AU
Inside Fashion—Eugenia Sheppard ... FNS
Inside Football Report ... KFS
Inside Hollywood—John Austin ... HIS
Inside Labor—Victor Riesel ... FNS
Inside Plants—Jack Kramer ... LAT
Inside Religion—Rev. Lester Kinsolving ... MCN
Inside Report—Rowland Evans & Robert Novak ... FNS
Inside Small Business—Chase Revel ... LAT
Inside Sports—Stan Fischler ... TSS
Inside Story—Bobby Anderson ... DFS
Inside TV—Joey Sasso ... MCN
Inside Woody Allen—Stu Hample ... KFS
In-Sights—Dr. Walt Menninger ... UNP
Insight—John Wykert ... NANA
Insight On Taxation—C. Lowell Harriss, Ph.D. ... NPC
Insurance For Consumers—Dave Goodwin ... GWN
Interior Decorating—Genevieve Fernandez ... UFS
International Adventure (Numismatic)—Julius Weiss ... WEI
International Adventure (Philatelic)—Julius Weiss ... WEI
International Decade of Women and its Hidden Politics—Trudy Mulcahy Howard ... HOW
International Editions Texts ... NIES
Interpretive Report—Stanley Karnow ... RTS
Interviews ... BAS
Inventors Forum—Sylvia Cronin ... CFS
Investors' Guide—William A. Doyle ... KFS
Is Anyone Listening—Fredi Solod ... CMF
Isn't It The Truth!—Carl Riblet, Jr. ... INO
Isn't It The Truth?—Charles Rehns ... REH
Issue & Debate ... TVC
It Could Be Verse—George O. Ludcke ... LUD
It Happened Last Night—Earl Wilson ... FNS
It's A Cockeyed World—Joe Kaliff ... AMF
It's A-Maze-Ing—F. Treadgold ... SBP
It's Fun Page ... SM
It's OK To Talk About Sex—Dr. Robert C. Long ... PRI
It's On The Tip Of My Tongue—Dan Carlinsky ... CAR
It's Possible—Rev. Robert Schuller ... NEA
It's Your Landscape—George E. Creed ... FNS

J

Jack O'Brian—Jack O'Brian ... KFS
James A. Beard On Food—James A. Beard ... UNP
Janeway Economic Service—Eliot Janeway ... CTN
Janeway Q & A—Eliot Janeway ... CTN
Jeff Sagarin's Computer Sports Picks—Jeff Sagarin ... INR
Jeffrey Hart Column—Jeffrey Hart ... KFS
Jerry Krupnick Column—Jerry Krupnick ... NHN
Jesse L. Jackson Column—Jesse L. Jackson ... UNP
Jesse Jackson at Large—Jesse Jackson ... BPS
Jest For Laffs—Audie Bransford ... TWN
Jest For Laughs—Paul Fung ... SM
Jest For You—Robert Orben ... COC
Jewish Quiz Box—Rabbi Samuel J. Fox ... JTA
Jewish Stamps & Coin Reporter—Joseph Zollman ... STA
Jews In Sports—Haskell Cohen ... JTA
J.F. terHorst—J.F. terHorst ... UNP
Jim Aylwards Journal—Jim Aylward ... UFS
Jim Bishop: Reporter—Jim Bishop ... KFS
Jim Murray Column—Jim Murray ... LAT
Jimmy Breslin—Jimmy Breslin ... CTN
Jimmy The Greek—Jimmy Snyder ... FNS
Joan Wixen—Joan Wixen ... WNS
Job Forum—Milt Cotter ... CRO

TITLES OF BY-LINED FEATURES

Joe Palooka—Tony DiPreta ... MCN
John Darling—Tom Armstrong & Tom Batiuk ... FNS
John Dough—Susan Wyatt ... MCF
John Hess Column—John Hess ... UFS
John Keasler Column—John Keasler ... MCN
John D. Lofton, Jr.—John D. Lofton, Jr. ... UFS
John Peter Zenger's Trial—Richard Lynn ... LYN
John Sinor Column—John Sinor ... CNS
John Trever's Editorial Cartoon—John Trever ... INR
Johnny Wonder—Dick Rogers ... UFS
Jokes ... BAS
Jolly Green Thumb—Mary Furey Crymes ... SF
Jon On Wheels—Jon Blummer ... ASC
Jorgy Cartoon—Bruce Jorgensen ... IND
Joseph Sobran Column—Joseph Sobran ... LAT
Joyce Jillson Horoscope—Joyce Jillson ... CTN
Judge For Yourself—Brian McGinty ... TWN
Judge Parker—Dr. N.P. Dallis and Harold Le Doux ... FNS
Judith Randal—Judith Randal ... PRI
Judy Bachrach Column—Judy Bachrach ... UNP
Julian Bond Column—Julian Bond ... NEA
Julian Bond Commentary—Julian Bond ... BPS
Jumble—Bob Lee & Henri Arnold ... CTN
Junior Editors—Bethel/Simonsen ... APN
Junior Jumble—Bob Lee & Henri Arnold ... CTN
Junior Whirl—Hal Kaufman ... KFS
Just Ask Murray Olderman—Murray Olderman ... NEA
Just For Kids—Ben L. Moon ... MNC
Just So Happened—Kern Pederson ... SM
Just Once—Bob Urso ... FET
Juvenile Picture Crosswords—W. Tragg & E. Engleman ... SBP
Just Supposin'—Garrett Mathews ... RGA-DFS

K

Kaper Korner—Ginni Zagnoli ... ASI
Kathy Clark Column—Kathy Clark ... CLA
Karikature Karnival—Joe L. Kalitt ... AMF
Karikaturettes ... AMF
Keeping Score—Ruelan Fields ... BAL
Keeping Up—William Hamilton ... UNP
Kelly & Duke—Jack Moore ... UNP
Ken Cruickshank Column—Ken Cruickshank ... RIS
Kerry Drake—Alfred Andriola ... FNS
Kevin P. Phillips Column—Kevin P. Phillips ... KFS
Kids' Korner—Grace Lee Richardson ... DFS
Kid Stuff—Charlie Wible ... TWN
Kid Stuff ... TVC
Kids' Korner—Jesse Jacobs ... MCN
Kids Only Club—Shari Lewis ... LAT
Kingsbury Smith Column—Joe Kingsbury Smith ... KFS
Kitchen Cynic—Bern Sharfman ... AMF
Kitchen Garden—Evelyn Gaspar ... CMF
Knee Deep in Michigan—Arthur L. Anderson ... LNI
Knight At The Movies—Arthur Knight ... HRS
Knight News Wire ... KNT
Knight News Wire ... CTN
Know The Weather ... EDC
Know Your Antiques—Ralph and Terry Kovel ... RTS
Know Your Faith ... NCF
Know Your Vitamins—Earl Mindell ... IPS
Koky—Mort Gerberg & Richard O'Brien ... CTN
Krass & Bernie—G. Trosley ... OPS

L

Ladder-Word Puzzle—N. Dickson ... DFS
Ladies First—Trixie Belmont ... WNS
Laff-A-Day ... KFS
Landmark Decisions—Martin J. Ross ... LAW
Larter Daily—John Larter ... SUN
Larry's World From Punch—Larry ... SBP
Late Show—Robert Righetti ... BAL
Latest Line—Jim McCarthy ... CTN
Latigo—Stan Lynde ... FNS
Laugh Time—Bob Shroeter ... KFS
Lautens Column—Gary Lautens ... TSS
Law—Jack Landau ... NHN
Law And Order—Sherwood Ross ... LAO
Law And The Courts—Leonard J. Theberge, LL.B. ... NPC
Law Briefs For Business—Martin J. Ross ... LAW
Law For Laymen—Jay Dee, J.D. ... TWN
Lawyer's Viewpoint—John Ritter ... LEG
Le Pacini On The Sport—Le Pacini ... LEP
Legal Briefs—John Ritter & Paul Levine ... LEG
Leisure Time ... TVC
Leisure Time—Mildred Gibson ... CAI
Lesson In English—C. Gordon ... SBP
Letter From ... REU
Let's Ask The Cook—Carol McGarvey ... RIS
Let's Make—Ben Corey ... HAR
Let's Sew ... KFS
Let's Talk—Rev. Lee Truman ... CNS
Let's Talk About Your Car—Ray Hite ... ECS
Letters From Dad—Martin J. Ross ... LAW
Liberated Male—Jim Sanderson ... SFI
Life In The Suburbs—Al Smith ... SM
Life Stress—Rosland Forbes ... DDS
Lifestyles: Fashion/Beauty/Interviews—Effie Grossman ... NEA
Lifestyle Package ... UPI
Life With Robinson—Jerry Robinson ... CWS
Lil' Debbie—Pedro R. Moreno ... UCS
Limey At Large—Bryan Langton ... NWR
Lindsy Van Gelder Column—Lindsy Van Gelder ... UFS
Little Farmer—Ken Pederson ... SM
Little Iodine—Bob Dunn & Hy Eisman ... KFS
Little Kelly—Gerald A. Bennett ... RGA-DFS
Little Orphan Annie—Harold Gray ... CTN
Little Peoples Puzzle—Leo White ... UFS
Live Longer Be Happy—Charles Rehns ... REH
Living—Hal Holland ... SM
Living Scriptures—Jack Hamm ... SM
Living Today—Joan O'Sullivan ... KFS
Living Words—Robert Silvio ... BAL
Liz Smith Column—Liz Smith ... CTN
L.M. Boyd—L.M. Boyd ... CRO
Locher—Dick Locher ... CTN
Lolly—Pete Hansen ... CTN
London Daily Mail Evening News, News Service ... ITP
London Daily Mail News Service ... ITP
London Sunday People Features ... ITP
Lonely Heart—Herc Picken ... AVA
Long Stretch—Harry Schwalb ... TWN
Look-and Feel-Your Best—
Mr. Physical Fitness of the USA—Paul Bernstein ... RBN
Look & Learn—Anne Sanders ... SBP
Looking Good—Charles Hix ... UFS
Looking Great—Gloria Lintermans ... IPS
Lorry's Gang—Lorry Mafuz ... DFS
Los Angeles Times Crossword Puzzle—Margaret Farrar ... LAT
Los Angeles Times/Washington Post News Service ... LTWP
Lou Edman Describes—Lou Edman ... EDM
Lou Grant Cartoon—Lou Grant ... LAT
Louis Ruckeyser Column—Louis Ruckeyser ... MCN
Louisa's Letter—Mrs. Hugo Sims Sr. ... EDC
Love Grows On Farms—Dick Kimbrough ... CMF
Love Is . . .—Kim Grove ... LAT
Low Calorie And Low Cost Recipes by Lori
—Lori Schackelman ... HSA
Low Down from the Congressional Record—
Joe Crump ... CRU
Lubor J. Zink Column—Lubor J. Zink ... SUN
Luther—Brumsic Brandon, Jr. ... LAT
Lurie—Ranan Lurie ... KFS
Lynette the Angel—Pedro R. Moreno ... UCS

M

M. Stanton Evans Column—M. Stanton Evans ... LAT
MacKenzie Porter Column—MacKenzie Porter ... SUN
MacNelly—Jeff MacNelly ... CTN
Macpherson Cartoons—Duncan Macpherson ... TSS
Made Public—Marv. Arthur ... ARU
Maddox Column—Gaynor Maddox ... NEA
Madge the Badge—Albert Liederman ... TWN
Magic Carpet Over Broadway—Joe Kaliff ... AMF
Magicword ... MCN
Main Street—Ted Green ... PWF
Mainly For Seniors—John T. Watts ... CNS
Make It Yours—Ellen Appel ... CNS
Make People Like You—Lelord Kordel ... SPE
Makin' Things—Ed & Stevie Baldwin ... RTS
Man About Town—Horst Mann ... LNI
Man and Medicine—Irwin J. Polk, M.D. ... PAG
Managing Your Family's Money—Merle Dowd ... RTS
Mandrake The Magician—Lee Falk and
Fred Fredericks ... KFS
Manners ... SF
Many Mansions—Dr. Ned & Mary Helene Rosenbaum ... CMF
Maps ... NEA
Marian Christy Column—Marian Chnsty ... LAT
Marianne Means' Washington—Marianne Means ... KFS
Marilyn Beck's Hollywood—Marilyn Beck ... UFS
Marilyn Manion Column—Marilyn Manion ... AMW
Mark Russell Column—Mark Russell ... LAT
Mark Trail—Ed Dodd & Tom Hill ... FNS
Mark Trail's Outdoor Tips—Ed Dodd ... FNS
Market Place—Robert Metz ... NYT-NS
Marlette's Editorial Cartoon—Doug Marlette ... KFS
Marmaduke—Brad Anderson ... UFS
Martins International Newsreel ... MAR
Marty—Ray Leyva ... RGA
Marv.—Marv. Arthur ... ARV
Marvelous Fun & Games—Owan McCarron ... RTS
Marvin Kitman Show—Marvin Kitman ... LAT
Marv's Reply—Marv Arthur ... ARU
Mary McGrory Column—Mary McGrory ... UNP
Mary Worth—Allen & John Saunders, Ken Ernst ... FNS
Mathword Puzzle—J.V. Richardson and N. Dickson ... DFS
Matters Of Taste—Barbara Burtoff ... BAB
Mature World—Helen Lund ... TWN
Mauldin—Bill Mauldin ... FNS
Max Lerner Column—Max Lerner ... LAT
Max Rafferty Column—Dr. Max Rafferty ... LAT
Mazes ... SBP
Mazes Galore—W. Quinn ... OPS
MD—James Whatley ... ITP
Me & My RV—William Jackson ... CNS
Media Monitor ... TVC
Medical Column—Lawrence E. Lamb, M.D. ... NEA
Medical Digest—Ed Orloff ... CRO
Medical Frontiers—Lenore Feinstein ... CHR
Medical News and Features ... IMTS
Medicalia—M.W. Martin ... MAR
Medicine Chest—H. Boswell York, R. Ph. ... MCN
Medicine and the Law—Neil L. Chayet, J.D. ... IMTS
Medicine or Myth—Jeff Johnston ... BAL
Medifax and Fiction ... LUI
Meltzer on Real Estate—Bernard Meltzer ... FNS
Memo To Caesar—D.K. Woodman ... HPS
Memory Quiz—Donald Saltz ... QUF
Metric America—Lee Hutton ... CWF
Metric Facts—Lee Hutton ... CWF
Michener—Ted Michener ... SUN
Mickey Mouse—Walt Disney ... KFS
Mighty Mixture—Gary Stevens ... SAG
Mike Keefe's Editorial Cartoons ... INR
Mike Peters—Mike Peters ... UFS
Miko's Notebook—Bob Miko ... MNS
Milo—Ronald Boerem ... BAL
Milt Dunnell—Milt Dunnell ... TSS
Milton Moskowitz Column—Milton Moskowitz ... LAT
Mind Your Money—Peter Weaver ... KFS
Mini Column ... NEA
Mini—Maps—John J. Westley ... DIS
Mini Movie Reviews ... CIN
Minit Doodle—Louis Magila ... AF
Minute Mechanic—Ted Dee ... HAR
Miracle Gardening—J. Finletter ... SBP
Mirror Of Your Mind—John Conwell ... KFS
Mirrors Of Washington—Isabelle Shelton ... NANA
Misc. Photos ... SF
Micellaneous Series—Allan A. Swenson ... NEA
Miss Manners—Judith Martin ... UFS
Miss Peach—Mell Lazarus ... FNS
Mr. Abernathy—Ralston Jones and Frank Ridgeway ... KFS
Mr. Crabtree ... ITP
Mr. Digwell ... ITP
Models' Notebook—Cate Tuttle ... CNS
Modern Etiquette—Jane Sherrod ... SBP
Modern Sherlock Holmes—Jane Sherrod Singer ... SBP
Modesty Blaise—Peter O'Donnell ... LAT
Modmor List—Sheldon Rose ... JPS
Momma—Mell Lazarus ... FNS
Mom's Boarding House—Gerald A. Bennett ... RGA-DFS
Monetary & Fiscal Affairs—David I. Meiselman, Ph.D ... NPC
Money Matters—Dave Goodwin ... GWN
Money Matters ... TVC
Money Matters ... CNS
Moneyparers—Bob Powers ... CCM
Money Talks—Tom Anderson ... AMW
Money Watch—Carol Mathews ... LAT
Monthly Mention—Fred Dodge ... MM
Monthly news packet ... PRA
Moon Mullins—Ferd & Tom Johnson ... CTN
Moose Miller—Bob Weber ... KFS
More For Your Money—Mike LeFan ... LEF
More For Your Money Fillers—Mike LeFan ... LEF
Moreno's Cartoons—Pedro R. Moreno ... UCS
More For Your Money—Ben Tarris ... BAL
Morgan Journal—Neil Morgan ... CNS
Mossprints—Geoffry Moss ... WPW
Motion Pictures—Hans Holder ... EPS
Motley's Crew—Ben Templeton & Tom Forman ... CTN
Motorcade USA—Don O'Reilly ... AU
Motor Talk—Fred W. Kline ... CAP
Motor Tips—Stirling Moss ... SBP
Motor Tips ... OPS
Movie Of The Week—John Austin ... HIS
Movie Reviews—Arthur Knight & Ron Pennington ... HRS
Movie Reviews/News—Robert Alan Glover ... LNI
Movies—Richard Freedman ... NHN
Movies '79—Seth Cagin ... SIR
Movies Of The Week ... TVC
Mr. Tweedy—Ned Riddle ... LAT
Murphy's Law—Nick Frising ... AF
Musical Notes—Jeff Lappe & Robert Righetti ... BAL
Music In Review ... IMN
Music On Record—Homer F. Edwards, Jr. ... LNI
Musicphoto—James Riordan ... RPT
Music Update—Dick Kelleher ... RCR
Musings ... SF
Mutt & Jeff—Al Smith ... MCN
Mutual Funds—Don G. Campbell ... UFS
My Answer—Billy Graham ... CTN
My Grandma—Donna Scott ... KFS
Myrna Bee's Letters—Myrna Bee ... BAL
My Success Story ... SBP
My World—Schlimmer ... FET

N

Naked "i" Astronomy—Lee Butcher ... TWN
Name Game, The—Ken Hecht ... NGC
NANA News Service ... NANA
NANA Pony Service ... NANA
Nancy—Ernie Bushmiller ... UFS
National Geographic News Features ... NGS
National Challenge—J. Baxter Newgate ... CTN
National Observer Crossword Puzzle—Charles Preston ... RTS
Napoleon—Foster Moore ... SM
National Sampler ... UPI
National Security Affairs—Lt. Gen. Ira C. Eaker ... LAT
National Whirligig—Ernest Cuneo ... NANA
Nat'l Cartoon—David Boyd & Gud Wood ... MOR
Natural Foods—Susan Dart ... LAT
Naturally—Sharon Cadwallader ... CHR
Nature's Kitchen—Mary S. Durkin ... UFS
Needlework—Anne Cabot ... NEA
Needlework—Anne Cabot ... UFS
Neal Pierce Column—Neal R. Pierce ... WPW
Needlecraft Pattern Feature—Alice Brooks ... KFS
Needlecraft Pattern Feature—Laura Wheeler ... KFS
Needleplay—Erica Wilson ... CTN
Needlework Kit—Dorothy Brightbill ... APN
Neil Solomon, M.D., Ph.D.—Dr. Neil Solomon ... LAT
New Car Report—Doyle K. Getter ... AUT
New Ideas Products ... SA
New Scientist/New Society/News Features ... ITP
New York News Crossword—Herb Ettenson (Editor) ... CTN
N.Y. Stage Review—Chas. Ryweck ... HRS
NYT Pictures Photo Service ... NYT-P
Newsfeature ... REU
Newsfeatures ... NEA
News Focus—Charles Bartlett & Cord Meyer ... FNS
News-In-Color ... NEA
News In Depth ... REU
News Notes ... EDC
News Photos ... LUT
Newspictures ... UPIN
News Picture Service—Bernie Mantey ... MOG
News Releases ... LUT
News Report ... SAF
News Report From Washington ... EDC
News Review—Ross Williams ... NRS
News Service—J.G. Bumberg ... GNB
News Service ... GNB
News Stories ... LUT
News Views ... EDC
News Visuals ... NEA
NFL Game Plan ... UFS
Nicholas von Hoffman Column—Nicholas von Hoffman ... KFS
Nick Thimmesch Column—Nick Thimmesch ... LAT

TITLES OF BY-LINED FEATURES

Nielsen—Jeff Millar & Jon McIntosh ... UNP
Nightclub Reviews—Charles A. Barrett ... RRS
Nine To Five Woman—Mary Margaret Carberry ... CAB
Nit Wit—Robert Thornton ... THF
No Comment—Vahan Shirvanian ... KFS
Noodles—Robert Righetti ... BAL
Norbert—George Felt ... UFS
Norman Cousins Column—Norman Cousins ... LAT
Nostalgia Notes—Thurlow O. Cannon ... CAN
Norton Mockridge—Norton Mockridge ... UFS
Notes, Comments—Staff ... EDC
Notes From Southern California—Samuel P. Levine ... LEV
Notes on Music—W. Sachs Gore ... PTF
Novice Auto Mechanic—A. House ... SBP
Now!—Gene Loyd ... RTS
Now Hear This—John Clifford ... ASI
Now You Know ... UPI
Nubbin—James Burnett and Henry Boltinoff ... KFS
Number Game—Ed Jerome ... AF
Numbers Game—Ken Michaels ... SUN
Numerous Titles—Cohn Dangaard ... INF
Numismatics—Joseph Zollman ... STA
Nutrition Cookbook—Philomena Corradeno ... KFS
Nutrition Matters—Zak Sabry ... TSS

O

Observer—Russell Baker ... NYT-NS
Of All Places—Horace Sutton ... FNS
Of Cabbages & Kings—John Lee ... TWN
Of Course, A Horse—Don Blazer ... CNS
Of Men And Women—Dr. Aaron Rutledge ... UNP
Of Mice and Men—Tom Milner ... DFS
Off Beat ... SF
Offbeat Diary—Gladys Besse ... NWS
Off Camera-TV Column ... CAS
Off the Beat—D. L. Stewart ... ASI
Off the Beaten Path—Vicky MacDonald ... BAL
Off The Beaten Track—Bernard Gelman ... GEL
Off the Record Page—Ed Reed ... RTS
Office Frolics—Art McCourt ... FET
Old Farmers Almanac ... UFS
Old Is—Marcella Markham & Dominic Poelsma ... NYT
Olderman Cartoons—Murray Olderman ... NEA
Olderman's Features—Murray Olderman ... NEA
Olga Knows—Patsy Milligan ... MLS
On Boxing—Charles B. Brown ... FET
On Gardening—John Bradshaw ... SUN
On Location—Robert Osborne ... HRS
O'Malley's Law—Scott Smith ... FET
On Man on Earth—S.P.R. Charter ... FET
On Movies—Clyde Gilmore ... TSS
On My Table—Bonnie Stern ... SUN
On Needles and Pins—Carol Russo ... BAL
On Pets—Frank Johnson, DVM ... TWN
On Sports—John Dalton ... SF
On Stage—Leonard Starr ... CTN
On The Air—Lom Shales ... WPW
On The Farm Front—Sonja Hillgren ... UPI
On The Other Hand—John Douglas Paulus ... MCF
On the Record—Charlie Martin ... NCF
On The Right—William F. Buckley ... UNP
On Wheels—Michael Lamm ... OWS
On Wines—Bill Sonstein ... SON
Once Over Lightly—Nina Diamond ... DIA
One Great Dish—Roy Andries de Groot ... CTN
One-Lining Sports—Le Pacini ... FET
One Man . . . And Medicine—Arthur M. Sackler, M.D. ... IMTS
One Man's Opinion—Robert Segal ... SAF
One Minute Sports Quiz ... EDC
One on One TV Sports Column ... CAS
One Woman's Voice—Lillian Africano ... PRI
One Woman's Voice—June Bingham ... PRI
One Woman's Voice—Priscilla Buckley ... PRI
One Woman's Voice—Jean Carper ... PRI
One Woman's Voice—Nikki Giovanni ... PRI
One Woman's Voice—Clare Boothe Luce ... PRI
One Woman's Voice—Abigail McCarthy ... PRI
On the Rocks—Warren Robak ... DFS
O • O—Stan Mentakis ... MRT
Op Ed ... NEA-NYT
Open House—James M. Woodward ... CNS
Opinion—Harvey Greenfield ... GRN
Orben's Comedy Fillers—Robert Orben ... COC
OTB—Las Vegas Track Line—Harvey Greenfield ... GRN
Ottawa Report—Richard Gwyn ... TSS
Otto Sez—Frank Nickens ... HPS
Our Ancestors—Quincy ... SF
Our Boarding House—Les Carroll & Tom McCormick ... NEA
Our Children—Dr. Willard Abraham ... CNS
Our Constitution—David Kapley ... INO
Our Environment—Edward Flattau ... ART
Our Film Folk—Herbert G. Luft ... JTA
Our Mysterious World—George Cunningham-Tee ... SUN
Our Parish—Margaret Ahern ... NCF
Our Vanishing Liberties—Omar V. Garrison ... SPE
Our Times—Smith Hempstone ... HEM
Out of Orbit—Herc Ficklen ... AVA
Outcasts—Ben Wicks ... TSS
Outdoor Life ... OPS
Outdoor Mini-Tips—Joe E. Buresch ... JEB
Out-Lines—Jingle Davis ... CMF
Outrider—Garry Wills ... UNP

P

Palmer Method—Arnold Palmer ... UFS
Panorama—David Schwartz ... JTA
Paperback Guide—Martin Levin ... APN
Parade of Books—Ralph Hollenbeck ... KFS
Parade Of Homes ... HOM
Parenthood Guidebook—Mrs. J. Strom Thurmond ... EDC
Parent's Corner—Dr. Jamie Quintanilla ... TWN
Parents Survival Kit—Helen Bottel ... DDS
Parson Jones—Rev. Jones ... MCN
Part Time Gardner—James B. Nelson ... FNI
Passport To Everywhere—Ron Butler ... CF
Past 65—Carl Riblet, Jr. ... INO
Pat Oliphant Cartoon—Pat Oliphant ... LAT
Pat's Pointers—Pat Trexler ... FNS
Patchwork & Quilting—Kathy Faryon ... CWF
Patents Column—Stacy Jones ... NYT-NS
Patterns For Better Living—Steve Ellingson ... UB
Patterns Party ... KFS
Patterns & Needlework ... NEA
Patterns & Pointers—Polly Cramer ... NEA
Paul Conrad Cartoon—Paul Conrad ... LAT
Paul Harvey News—Paul Harvey ... LAT
Paul Hellyer—Paul Hellyer ... SUN
Pavlov—Ted Martin ... UNP
PBS Images ... TVC
PBS in The Spotlight ... TVC
Peanuts—Charles M. Schulz ... UFS
Pee-Wee—Jerry Iger ... PF
Pee Wee's Pencil—Joe Rice ... CNS
Pennsylvania Avenue—Benjamin Shore ... CNS
Penny Thoughts—Michael Fortuna & Jackie Spears ... AF
Penpoints: Handwriting Analysis—Edmund Curri ... BAL
People and Problems—Martin J. Ross ... LAW
People and Values—Andrew Greeley ... UNP
People Etc. ... MIA
People Page ... NEA
People Talk ... UPI
People's Pharmacy—Joe Graedon ... KFS
People's Voice—Dick Edwards ... NWR
Perkins—John Miles ... RTS
Person To Person—Jane Adams ... CMF
Personal Computing—John C. Dvork ... TAG
Personal Health—Jane Brody ... NYT-NS
Pest Control Features—Alan Caruba ... UNP
Pet Peeves—Joy Young ... FET
Pete Hamill—Pete Hamill ... CTN
Peter Nagan Column—Peter Nagan ... NHN
Peter Panic—Lo Linkert ... SBP
Peter Worthington Column—Peter Worthington ... SUN
Pets Pleasureful—Leah Everett ... DFS
Pets-Eye View—Barbara Anne Wilson ... TWN
Philatelic News—Gustav Detjen, Jr. ... DET
Phillip—Angelo DeCesare ... TWN
Photo Feature Service—Staff ... NIES
Photo Feature Services ... SUN
Photo Files/General ... BAS
Photo Files/Show Business ... BAS
Photo Info—Bill Baughman ... BAU
Photo Service ... RNS
Photo Service ... PCC
Photoday—Martin ... SAW
Photo Talk—Gerard Rejskind ... CWF
Photo Update—Dick Kelleher ... RCR
Photography—John Barras Walker ... MIL
Phyllis Mitchell's Column—Phyllis Mitchell ... MIT
Phyllis Schlafly Column—Phyllis Schlafly ... CNS
Pick Of Punch ... LAT
Picture It—Donald Sutherland ... FET
Pilot Light—Greg Melikov ... RIS
Picture of Health ... LUI
Picture Show ... APN
Pinup Photos ... GRE
Pisces—Eddy Elia ... CNS
Pistachios—Sematones ... SBP
Pixies—Jack Wohl ... UFS
Plant Talk—Teresa Brent ... BAL
Plants in The Home—Elvin McDonald ... KFS
Platter Patter—Jeanne Harrison ... CF
Play Better Golf—With Jack Nicklaus—Jack Nicklaus ... KFS
Playspace—Allen Bragdon & Len Fellows ... NYT
Plympton—Bill Plympton ... PLY
Pocket Cartoons—London Daily Mirror ... ITP
Point of Law—Ritter & Levine ... LEG
Point of View—Lillian Baker ... DFS
Points on Pets—H. P. Jans D.V.M. ... CNS
Political Perspective—John P. Lynch ... DFS
Politics—Peter J. Horton ... NWS
Politics Today—Jack Germond & Jules Witcover ... CTN
Polly's Pointers—Polly Cramer ... NEA
Ponytail—Lee Holley ... KFS
Pop—George Kanzler, Jr. ... NHN
Pop Idols—Brendon Boyd & Stan Drake ... UNP
Pop, Rock & Soul—Irwin Stambler ... NWR
Pop Scene Service—Barbara Lewis ... UFS
Popeye—Bud Sagendorf ... KFS
Popular Mechanics ... UPI
Pots of Call ... EDC
Postal Views—Barbara White ... NUM
Postcards—Stan Delaplane ... CHR
Pot Luck—Don Alexander ... ARU
Pot Shots—Ashleigh Brilliant ... CTN
Potomac Ethics—Les Kinsolving ... MCN
Power Pack—William Hoffman ... CRO
Power Within—Patricia Schneider ... RPT
Premier Crossword Puzzle with Cryptoquips—Joe Paquin ... KFS
Press Passing—Jim James ... JDL
Pricewatch ... TSS
Prime Time—Ben Templeton & Tom Forman ... CTN
Prime Time—Cy Brickfield ... ARP
Prime Time Tips—Paul Henniger ... LAT
Prince Valiant—Hal Foster ... KPS
Priscilla's Pop—Ed Sullivan ... NEA
Prison Rap—J. Barney ... SAW
Privacy—Robert Ellis Smith ... DDS
Prize Crosswords ... EF
Prizeweek Puzzle ... UFS
Prof. Weatherwise—Rick Wilson ... WLS
Programmers Service—Sheldon Rose ... JPS
Project Plan of the Week ... LAT
Prominent Designer Dress Pattern Features ... KFS
Promising Patents And Products ... LUI
Pros & Khans—J. Kesner Kahn ... AMW
PSSST Cartoons—J. Maddox ... SBP
Psycho Ecology—Martin ... SAW
Pyschological Woehrfare—Mindell Woehr ... GME
Psychology Today ... NEA
Pungent Prayer—Phil E. Pierce ... PUN
Pure Fluff—Emalene Shepherd ... TWN
Puzzle Cards—Steve Ryan ... CNS
Puzzles and Games ... ITP
Puzzles Just For You—Earl Engleman ... SBP

Q

Quazar the Warrior—Tom Delevett ... TWN
Queenie—Phil Interlandi ... KFS
Question Box—Father John Dietzen ... NCF
Questions Parents Ask Aunt Lucy—E. Goodrich ... FET
Quick & Easy (Dress and Needlecraft) ... KFS
Quick Gourmet—Yvonne Young Tarr ... LAW
Quincy—Ted Shearer ... KFS
Quips & Clips—Kerwin Hoover ... HTF
Quote Acrostic—Charles Preston ... LAT
Quote/Unquote ... NEA

R

Rabbi Greenberg—Rabbi Sydney Greenberg ... GME
Racing—Jim McCulley ... PCC
R. Cobb—R. Cobb ... SAW
Ralph de Toledano Column ... CNS
Rambling Reporter—Hank Grant ... HRS
Random Time Machine—Doane Hoag ... CF
Rated G—Lucinda ... NPS
Ray Wilson on B'way—Ray Wilson ... NEW
Read & Remember—Darrell McClure ... OPS
Reader Specials ... KFS
Readers World—Arthur Brickman ... BRI
Real Estate—Chris White ... BAL
Real Estate Book Review—Robert J. Bruss ... REF
Real Estate Law and You—Robert J. Bruss ... REF
Real Estate Notebook—Robert J. Bruss ... REF
Real Estate Mailbag—Robert J. Bruss ... REF
Real World—George Nobbe ... KFS
Reba & Bonnie Churchill Reporting—Reba & Bonnie Churchill ... CAI
Recipe—Sarah Sheridan ... EDC
Records and Tape Review ... IMN
Record Levels—Itsi Mii ... MSF
Record Rap—Tom Reed ... WOR
Records & Tapes—Joe Roberts ... FET
Redeye—Gordon Bess ... KFS
Reed Larson Column—Reed Larson ... RTW
Reel Facts—David Campbell ... LEP
Reel Names/Real Names—Buddy Basch ... BAS
Reel Talk—Alan White ... BAL
Regulations and Regulators—Robert W. Crandell, Ph.D. ... NPC
Religion ... CNS
Religion and The Times—Jesse H. Merrell ... NER
Religion in America—David E. Anderson ... UPI
Religion in Review ... RNS
Religious Drawings—Jack Hamm ... REL
Religious News Reports ... RNS
Report From America ... UPI
Report From Australia—John Shaw ... INW
Report From Britain—Godfrey Hodgson ... INW
Report From Britain—Brian Silcock ... INW
Report From Britain—Rudolf Klein ... INW
Report From Britain—William Keegan ... INW
Report From Canada—Jeff Carruthers ... INW
Report From France—Francois Dupuis ... INW
Report From France—Jacqueline Grapin ... INW
Report From France—Adalbert de Segonzac ... INW
Report From France—Jean Francois Augereau ... INW
Report From Germany—Gunter Haaf ... INW
Report From Germany—Heinz Murmann ... INW
Report From Germany—Hans Ulrich Spree ... INW
Report From Germany—Dr. Wolfgang Wagner ... INW
Report From Italy—Mario Deaglio ... INW
Report From Japan—Atsuko ... INW
Report From Japan—Yasushi Hara ... INW
Report From Japan—Yoshitatsu Tstsumi ... INW
Report From Sweden—Gorin Albinsson ... INW
Report From Sweden—Christina Jonsson ... INW
Return With Us To—Don Sherwood ... CNS
Reuben—Byron Vaughns ... VEB
Review—Richard Freedman ... NHN
Rex Morgan, M.D.—Dr. N. P. Dallis
Frank Edgington/Marvin P. Bradley ... FNS
Rex Reed—Rex Reed ... CTN
Richard Cohen Column—Richard Cohen ... WPW
Richard Reeves Column—Richard Reeves ... UNP
Richie Rich ... MCN
Rick O'Shay—Marian Dern & Mel Keefer ... CTN
Right From The Start—Dr. Selma Greenberg ... CMF
Ringaround Word Games—Jack Fitch ... OPS
Rip Kirby—John Prentice and Fred Dickensen ... KFS
Ripley's Believe It Or Not! ... KFS
Ripley's It Happened in Canada—Gordon Johnston ... TSS
Rippee's Newsbriefs—Larry Rippee ... RIP
Rivers—George Sixta ... FNS
Robert J. Wagman—Robert J. Wagman ... NANA
Robert's Rules—Robert Thornton ... THF
Robin's World—Robin Robinson ... PRI
Rock—James Riordan ... RPT
Rock America ... LNI
Rock Pop—James Riordan ... RPT
Rock Talk—Lisa Robinson ... FNS
Rock Tracks ... MCN
Rock Trivia—James Riordan ... RPT
Rockasters List—Sheldon Rose ... JPS
Rocket Shots—Rod Laver ... UFS
Rod Hamm's Field Journal—Rod Hamm ... FET
Roderick Mann Column—Roderick Mann ... LAT
Roll Call Reports—Richard Thomas ... ROL
Rolling Stone ... KFS
Rolling Stone Magazine Service ... KFS
Ronald Reagan—Ronald Reagan ... KFS
Rooftop O'Toole—Farmer & Fearing ... UFS
Roschkov Cartoons—Vic Roschkov ... TSS

Roscoe Drummond Column—Roscoe Drummond ..... LAT
Roy Wilkins Column—Roy Wilkins ..... RTS
Rules of Golf—Norman G. Meyers ..... MEY
Running A Vegetarian Restaurant—Victoria Sinclair ..... AST
Running Commentary—Lee Schear ..... CHR
Rural Delivery—Al Smith ..... SM
Rural Route—Walter Ball ..... MIL

S

Sam and Silo—Jerry Dumas & Mort Walker ..... KFS
Samantha Reads Your Stars—Sue Reed ..... SF
Sanders—Bill Sanders ..... FNS
Sandy—James Unwin ..... HPS
Sarah McClendon's Washington—Sarah McClendon ..... IPS
Save Time & Money—Ann Frances Dolan ..... SF
Say It Straight!—Victor Lasky ..... NANA
Say What You See—A. David Kahn ..... KAH
Scamp—Walt Disney ..... KFS
Schorr—Bill Schorr ..... CTN
Science—Margaret Williams ..... EPS
Science Fiction Bookshelf—George Earley ..... TWN
Science For You—Bob Brown ..... LAT
Science in the Service of Man—Waldo T. Boyd ..... FET
Science Today—Al Rossiter, Jr. ..... UPI
Science Quizz—F. Treadgold ..... SBP
Scientific Topics—Alan N. Queen ..... PWF
Scott's World—Vernon Scott ..... UPI
Scrabbler Grams—Judd Hambrick ..... UFS
Scram—Lets—Clay Pollan ..... MCN
Scrawls—S.C. Rawls ..... NEA
Scripps-Howard News Service ..... UFS
Seabreezes—Lucile Aldrich ..... SEA
Second Thoughts—Virginia Shearer ..... FET
Secret Agent Corrigan—Al Williamson & Archie Goodwin ..... KFS
Seeing Less of You—Beverly Barr ..... WNS
Seek And Find ..... CRO
Seibert On Backgammon ..... CNS
Self Defense For Women—E. Farkas ..... OPS
Selling Short—Ken Ross, Don Raden ..... UNP
Selling To The Government—Porter B. Williamson ..... MSC
Senator Soaper—Jim Fiebig ..... NANA
Senator Soaper—Jim Fiebig ..... UFS
Senior Citizens—Pat Dudgeon ..... CSP
Senior Forum—Paul Hightower ..... LAT
Senior Update—Vivienne Bodeau ..... SF
Seniors—Saul Larks ..... CAP
Sew Simple—Eunice Farmer ..... RTS
Sew What's New—Sandra Kelly ..... UNP
Sew With Flair—Sandra Betzina ..... CHR
Sexual Shakedown—Lin Farley ..... ASI
She—Eleanor Lambert ..... TNS
Sheinwold On Backgammon—Alfred Sheinwold ..... LAT
Sheinwold On Bridge—Alfred Sheinwold ..... LAT
Shelby Lyman On Chess—Shelby Lyman ..... BCF
Shirley Lord—Shirley Lord ..... FNS
Shoe—Jeff MacNelly ..... CTN
Shooting Stars—Jerry Windle ..... CNS
Shopping Aisle ..... TVC
Shopping The World—Rosellen Callahan ..... EES
Short Ribs—Frank Hill ..... NEA
Short Stuff—Jack Flynn ..... TWN
Short Takes ..... SF
Shorts ..... NEA
Shorts & Fillers ..... APN
Show Beat—Dick Kleiner ..... NEA
Show Biz—Herb Bridges ..... MOR
Show Biz ..... KFS
Showtime—Phil Pastoret ..... UFS
Shows To Watch—Paul Henniger ..... LAT
Shredded Wit—Nonnee Coan ..... COA
Shull's Column—R. K. Shull ..... IPS
Shull's Mailbag—R. K. Shull ..... IPS
Sid Ascher's World—Sidney Ascher ..... ASC
Side Glances—Gill Fox ..... NEA
Sign-O-Rama—M. W. Martin ..... MAR
Silver Lining—Rabbi Samuel Silver ..... SAF
Sindbad—Mahmood Ahmad Qazi ..... PAK
Single File—Susan Dietz ..... LAT
Single Parent on the Hill—Bob Westgate ..... DPR
60 Second Sermons—Fred Dodge ..... MM
Sketches—Ben Burroughs ..... LAT
Skiing—Jean Claude Killy ..... UFS
Slim Gourmet—Barbara Gibbons ..... UFS
Small Business—Mark Stevens ..... STE
Small Business Tips—John Dvorak ..... TAG
Small Business World—Jules N. Drazmin ..... DRA
Small Fry Diary—Nonnee Coan ..... COA
Small Shots—Bill Johnson ..... RIS
Small Wonder—Kim Williams ..... CMF
Smart Chart—Herb Stansbury ..... LAT
Smiles ..... EDC
Smith Family—Mr. & Mrs. George Smith ..... UNP
Snap Shots—Jeff Johnston ..... BAL
Snappy Filler Service ..... SFS
Snippets ..... SF
Soap Opera Scene—Steven H. Scheuer ..... KFS
Soccer—Joe Marcus ..... SCI
Soccer—Red Wexler & Larry Sheehan ..... KFS
Soccer Shots—Irma Ganz Miller ..... SA
Solunar Tables—Jacqueline Knight ..... RTS
Solve A Crime—C. Gordon ..... SBP
Sound Country ..... TVC
Sounding—Tom Von Malder ..... TWN
Sounds—Rob Patterson ..... NEA
Soverign State of Affairs—Boyd & Wood ..... MOR
So What?—LePacini ..... LEP
Spadea Hair—Paul Hamlin ..... SPS
Spanish Crossword Puzzle—Alfaro ..... KFS
Spanish Crossword Puzzle—Ramos ..... KFS
Speaking of Angeles—Jessie Bennett ..... TWN
Speaking of Jazz—Sanford Josephson ..... FET
Speaking of Soaps ..... TVC
Speaking of Sports ..... CNS
Speaking of Your Health—Dr. Lester L. Coleman ..... KFS
Special Diets—June Roth ..... ROJ
Special Editorials ..... EDC
Special Interview-Article—Edward H. Sims ..... EDC

TITLES OF BY-LINED FEATURES

Special Moments in Sports—Le Pacini ..... FET
Speck—Margaret Ahern ..... NCF
Spin Off—Harold Fuller ..... NWR
Splice of Life—Stuart Pidd ..... BAL
Splitsville—Frank Baginski ..... LAT
Sport & Recreation—Irma Ganz Miller ..... SA
Sporting Life—Ben Templeton & Tom Forman ..... CTN
Sportography—Jim Barnes ..... UFS
Sports ..... FA
Sports Calendar ..... TVC
Sports Cartoons—Alan Maver ..... KFS
SportsCast—Bob Seizer ..... HRS
Sportscramble—Leo White ..... WHI
Sportsearch ..... WHI
Sports File—E. V. Abrahamian ..... TWN
Sports File ..... TVC
Sports Flashback—Clifton H. Murfin ..... MUR
Sports From The Pressbox—Red Lakeland ..... MCN
Sports Hot Line—Mickey Herskowitz and Steve Perkins ..... UNP
Sportsight—Richard Gary ..... SPI
Sports I. Q. ..... TVC
Sportsman's Digest—Hal Sharp ..... LAT
Sports Medicine—Lee Raskin ..... FET
Sports Of The Times—Dave Anderson ..... NYT-NS
Sports Of The Times—Red Smith ..... NYT-NS
Sports . . . Postpaid—Irma Ganz Miller ..... SA
Sports Probe ..... TVC
Sports Profile For The Week ..... TVC
Sports Quiz—Dick Wright ..... MCN
Sports Quiz-Cross—Al Power ..... YPI
Sports Scene—Lee James ..... SA
Sports Scene—Jimmy McDonald ..... MCF
Sports Special—John Jarvis ..... CSP
Sport Spot—Al Rainovic ..... RGA-DFS
Sports Stories—Howard Siner ..... NEA
Sports Unlimited ..... CNS
Sports View ..... SF
Sportsword ..... MCN
Sportsworld—Al Rainovic ..... DFS
Spotlite Service ..... UFS
Spot News, etc. ..... HRS
Spot News Features—R. I. Queen/B. A. Queen ..... PWF
Squiggles—Grace Lee Richardson ..... DFS
Stage Reviews—Andrea Dahlin & Morna Murphy ..... HRS
Stamping Around The World—Lee Blauvelt ..... CNS
Stamp News From America—Julius Weiss ..... WEI
Stamps—Joseph Zollman ..... STA
Stamps—Samuel Tower ..... NYT
Stamps & Stories—Stanley James ..... EDC
Stan Brock's Wilderness Adventure—Karen Carden ..... TWN
Stan Smith's Tennis Class—Stan Smith ..... KFS
Stardust ..... TVC
Star Gazer ..... TVC
Star Gazer—Clay Pollan ..... MCN
Star Gazing—Robert E. Allen ..... STG
Star Hawks—Gil Kane & Archie Goodwin ..... UFS
Star Interviews—June Finletter ..... SBP
Star Scramble-Crossword—Leo White ..... CAS
Starscope—Clare Annswell ..... SM
Starship ..... TSS
Star Stanzas—Selma Glasser ..... GLA
Star Tracking—Jeanne Avery ..... FNS
Star Wars—Russ Manning ..... LAT
Status Quo—Charles Wible ..... LYN
Stay Alive Longer—LeLord Kordel ..... SPE
Stay Fit—Herb Weinberg, Ph. D. ..... APN
Staying Ahead—Jane Bryant Quinn ..... WPW
Staying Healthy—Dr. Clark Hankey ..... MCF
Stayskal—Wayne Stayskal ..... CTN
Stein's Cartoons—Ed Stein ..... NEA
Stephen Birnbaum—Stephen Birnbaum ..... CTN
Steve Canyon—Milton Caniff ..... KFS
Steve Canyon—Milt Caniff ..... FNS
Steve Crosby Column—Steve Crosby ..... RIS
Steve Roper—William Overgard & Allen & John Saunders ..... FNS
Stichin' Time (Knitting)—Judy Love ..... NEA
Stichin' Time (Sewing)—Joanne Schreiber ..... NEA
Stiching Witchery—Betty W. Kinser ..... CNS
Stock Charts ..... UPIN
Stock of The Week (Electronic Evaluator) ..... CTN
Stop Killing Yourself—Peter Steincrohn, M.D. ..... MCN
Straight Talk—Tom Anderson ..... AMW
Straight Talk to Teens—Sue Brown ..... FET
Stange Destinies—J. Macklin ..... SBP
Strength For The Day—Elisha Douglas ..... CF
Strictly Business—Dale McFeatters ..... FNS
Strictly Classical—King Durkee ..... CNS
Strictly For Dads—Dr. Charlie Shedd ..... UNP
Strictly Personal—Sydney J. Harris ..... FNS
Strobl On Sports—Richard Strobl ..... LNI
Suburbia—Don Raden ..... SF
Successful Investing—David R. Sargent ..... LAT
Sugar—Dr. Robert Gill ..... TWN
Sugar—Robert Gill ..... NFS
Sum and Substance—Rev. John B. Sheerin, C.S.P. ..... NCF
Sunday Crossword—Chet Curner ..... APN
Sunday Crossword—Eugene Maleska ..... NYT
Sunday Laughs—Paul Swede ..... SBP
Sunday Puzzle Page ..... UFS
Sunday School Lesson—Elisha Douglas ..... CF
Sunday School Lesson—Mrs. J. R. Walter ..... EDC
Sunday Stock Market Chart (Long Term Trend)—Charles E. Carden ..... STO
Super Handyman—Al Carrell ..... KFS
Superheroes—Lefitt/Tuska/Colletta ..... CTN
Superscene—Steve Kahn ..... NYT
Super Shrink—Dr. Edward Stark ..... TWN
Superstars of Comedy—Jim Gordon ..... IPS
Support the Church Series—G. Walton Lindsay ..... KEA
Susie Mac—Val Winsey ..... UFS
Suzy Says—Aileen Mehle ..... CTN
Synapses—K. Walker ..... CMF
Synergy Plus ..... FNS
Szep, Paul—Paul Szep Column ..... UNP

T

Take Five—Jon Taylor ..... TAJ
Talking About TV ..... TVC
Talking Point ..... UFS
Tank McNamara—Jeff Millar/Bill Hinds ..... UNP
Tarzan—Edgar Rice Burroughs ..... UFS
Tasty Tales—Charles Rehns ..... REH
Tax Clinic—Mark E. Battersby CLI
Tax Tips—Mark Stevens ..... STE
Tax Week—Mark E. Battersby CLI
Taylor Jones Caricatures—Taylor Jones ..... LAT
Teaching Pro—Don Leary ..... LAT
Teaser & Cryptogame—Lee Simpson ..... BAL
Tech Talk—Dick Cowan ..... KFS
Teenage Corner—Ellie & David ..... TEE
Teenage Driving Tips—Jane Sherrod ..... SBP
Teen Age Mail—Dorothy Ricker ..... RIC
Teen-Agers Say—Lester Rand ..... YOU
Teenage Travel—Todd Lewis ..... JPS
Teen Forum—Jean Adams ..... UFS
Teen Scene—Ben Corey ..... HAR
Tee Vee Laffs—Cliff Rogerson ..... UFS
Tele-Log Grids— ..... UFS
Tele-Log Local Listings ..... UFS
Tele-Log Rolling Logs ..... UFS
Tele-Log TV Features ..... TEL
Tele-Log TV Grids ..... TEL
Tele-Log TV Local Listings ..... TEL
Tele-Log TV Rolling Logs ..... TEL
Televisage—Don Burchett ..... CRO
Television Listings ..... TVD
Tele-Visions—Richard Hack ..... HRS
Television Highlights—Frances M. Knox ..... DIC
Television In Review—Joan Hanauer ..... UPI
Teleword—Jo Ouellet ..... LAT
Tellin' It Like It Is ..... AMW
Tell Me Why—A. Leokum ..... UNP
Tennis Cartoons ..... SBP
Terse Verse—Anthony Carter ..... OPS
Test Your Horse Sense—Chester Allen Marshall ..... CTN
Test Yourself—Jane Sherrod Singer ..... SBP
That's Life—Buddy Basch ..... BAS
The Aces—Ira G. Corn, Jr. ..... UFS
The Amazing Spider-Man—Stan Lee & John Romita ..... RTS
The American Spectator ..... AS
The Amy Vanderbilt Complete Book of Ettiquette—Letitia Baldridge ..... ASI
The Arts—Robert Fulford ..... TSS
The Astronits—Pat Anderson ..... ASI
The Average American—How Do You Compare?—Lowell Smith ..... RTS
The Best Years—Sidney Ascher ..... ASC
The Better Half—Vinnie Vinson ..... RTS
The Bible Speaks—Rev. W. Althouse ..... CSP
The Book Affair—Dorothy Sinclair ..... CAP
The Book of Sports Lists—Zander Hollander ..... LAT
The Book Page ..... HRS
The Born Loser—Art Sansom ..... NEA
The Bosleys—John Stees ..... UFS
The Bottom Line—Antoinette Bosco ..... NCF
The Bottom Ten—Steve Harvey ..... UNP
The Business Roundtable Staff ..... GNB
The Butcher—Merle Ellis ..... CHR
The BYRDS—Vance Rodewalt ..... TSS
The Cartoon Kitchen—Larry Gonick ..... WCS
The Christian Science Monitor News and Photo Service ..... RTS
The Coin Box—Norman M. Davis, NLG ..... NMD
The Coin Box—Gary Palmer ..... CNS
The Conservative Advocate—William Rusher ..... UNP
The Country Parson—Frank Clark ..... SM-RTS
The Crime Victim's Book—Morton Bard & Dawn Sangrey ..... ASI
The Daily Crossword—Herb Ettenson, Editor ..... CTN
The Dividing Line—Patrick J. Buchanan ..... CTN
The Doctor Game—W. Gifford-Jones, M.D. ..... FET
The Doctor Says:—W. P. Sykes, M.D. ..... RBN
The Dropouts—Howard Post ..... UFS
The Economist ..... UFS
The Economy Today—Herbert Stein ..... UFS
The Energy Outlook—Edward W. Erickson, Ph.D. ..... NPC
The Family Circus—Bil Keane ..... RTS
The Family Forum ..... TVC
The Family Room—Uslander & Weiss ..... CMF
The Fearless Spectator—Charles McCabe ..... CHR
The Flop Family—George O. Swanson ..... KFS
The Formula—Dr. Ed Nigh & Stark Research Co. ..... UNP
The Game Room—Roger Verhulst ..... IPS
The Gas Pump—K. Keene ..... CSP
The Girls—Franklin Folger ..... FNS
The Gold Sheet College Basketball Forecast—Mort Olshan ..... MOS
The Gold Sheet College Football Forecast—Mort Olshan ..... MOS
The Gold Sheet Pro Basketball Forecast—Mort Olshan ..... MOS
The Gold Sheet Pro Football Forecast—Mort Olshan ..... MOS
The Gossip Column—Robin Adams Sloan ..... KFS
The Grape Press—Edgar Soussé ..... BAL
The Great Life—George Christy ..... HRS
The Green Thumb—George Abraham ..... TGT
The Greer/Kandel Report—Philip Greer & Myron Kandel ..... UFS
The Hawk—Rod Maxwell ..... PF
The Heart of Juliet Jones—Stan Drake ..... KFS
The High Road to Business—Charles Rehns ..... REH
The Home Executive—Jane Graybill ..... TWN
The House Doctor—Herman Baum ..... RTS
The Incredible Hulk—Stan Lee & Larry Leiber ..... RTS
The Innocent Bystander—Art Hoppe ..... CHR
The Jewish Future—Alan Caruba ..... INP
The Kids—Joe E. Buresch ..... JEB
The Katzenjammer Kids—Mike Senich ..... KFS
The Last Word—Fred Surace ..... TWN
The Law Brief—Martin J. Ross ..... LAW
The Law Clinic—Martin J. Ross ..... LAW
The Lawyer Says—Kenneth Richey ..... RBN
The Legal Way—Edward J. Demson ..... CNS
The Leisure Craftsman—Phyllis Fiarotta ..... KFS

TITLES OF BY-LINED FEATURES

The Lighter Side—Dick West ... UPI
The Little Woman—Don Tobin ... KFS
The Lockhorns—William Hoest ... KFS
The Los Angeles Times Board of Economists ... LAT
The Male Mid-Life Crisis—Nancy Mayer ... DDS
The Marine Scene—Marylyn Russell ... TWN
The Market Day By Day—(Short Term Trend)—
Chart by Carden ... STO
The Maze—Susan Wilson ... WLS
The Mini-Gourmet—Shelia Sandy ... SF
The Mini Page—Betty Debnam ... UNP
"The Missing Links"—Holly Fuller ... CWF
The Moral Angle—William Lester ... LES
The Mother Earth News—John Shuttleworth ... RTS
The New Republic ... FNS
The News Business—Charles B. Seib ... WPW
The Northern Prospective—Michael J. McManus ... MCM
The Other Side—Dorothy Richey ... RBN
The Pepper Mill—Matthew Conroy ... NWR
The Penny-Wise Traveler—Jane Morse ... KFS
The Pet Parade—William Patterson ... PET
The Pet Set—Doug & Jean Borgstedt ... BOR
The Phantom—Lee Falk and Seymour Barry ... KFS
The Philatelic Journalist—Gustav Detjen, Jr. ... DET
The Phoenix Nest—Martin Levin ... APN
The Practical Investor—Eric Schaefer ... SCE
The Presidency—Eugene Risher ... NHN
The Private Eye—David Handler ... NEA
The Recipe Clinic—Judy Gorman ... REC
The Runner ... NYT
The RV Trail—V. Lee Oertle ... IPS
The Ryatts—Jack Elrod ... FNS
The Scene—Robert Edward Curtis ... GSM
The Science of Astrology—Helen Rimm ... RBN
The Self-Value Key—Joseph A. Schackelman ... HSA
The Silver Screen—William Margold ... FET
The Skipper—Ron Stanfield ... TWN
The Small Society—Morrie Brickman ... KFS-WSS
The Smart Life—David Chagall ... TWN
The Sons Of Liberty—Richard Lynn ... LYN
The Stamp Scene—Mark Kellner ... NWR
The Stars And Your Future—Anna Bliss ... BAL
The Steam Room—Bud Furillo ... IPS
The Steering Column—Bob Cutter ... THG
The Successful Man's Secret—Hal Steward, Ph.D. ... TWN
The Sunday Crossword—Herb Ettenson, Editor ... CTN
The Sunday Times of London Service ... KFS
The Sunny Side—Leonard Harris ... ASI
The Teen Scene ... TVC
The Traveler's World—Paul J. C. Friedlander ... TTW
The Unexplained—Ross Andru & Marv Wolfman ... CNS
The U.S. & The World Economy—Wilson E. Schmidt, Ph. D. ... NPC
The U.S. and You—William Steif ... NEA
The Vegetarian Guide—Jillouise ... JPS
The View From the Top—Milton Rockmore ... ROC
The Vinyl Word—Greg Allen ... TWN
The Weather And You—Carl Riblet, Jr. ... INO
The Week Ahead Movies ... TVC
The Week In Finance—Tom Mulaney ... NYT-NS
The Week in Religion ... RNS
The Wibberly Papers—Leonard Wibberly ... CHR
The Wine Rack—Bianca St. John ... MCN
The Wizard Of Id—Brant Parker/John Hart ... FNS
The Wonderful World of Animals—Frank Miller, D.V.M. ... CHR
The Wonderful World of Animals—Frank Miller ... KFS
The Word of God ... PRB
The World Of Books—Miskrit Takada ... RBN
The World of Money—Susan Cherry ... DFS
The World of Of Real Estate—Howard L. Shonting ... RER
The World Of Steve Allen—Steve Allen ... IPS
The Worry Clinic—Dr. George W. Crane ... HPS
The Yardstick—Msgr. George G. Higgins ... NCF
The Years Ahead—Ghita Levine ... WNS
The Years Ahead ... TVC
The Zoo—Jack Bonestell ... WLS
Theatre World—Glenne Currie ... UPI
Theme Crosswords ... UFS
Theme Song—Steven P. Freedman ... TSE
There Oughta be a Law—Warren Whipple & Frank Borth ... UFS
These Days—John Chamberlain ... KFS
They'll Do It Everytime—Bob Dunn & Al Scaduto ... KFS
Things—Miv Schaff ... SCH
Things That Matter—George Plagenz ... UFS
Things Your Mother Never Taught You—Jim Reitz ... UNP
Think Spot 3-in-1 Puzzle ... AF
Thinking Slim—Jean Nidetch ... SF
This American Society—Shannon Bryony ... FET
This Day in History—Ralph Hollenbeck ... KFS
This Funny World ... MCN
This Is Sport—Court Alderson ... SM
This Mothering Thing—Shirley Radl ... TWN
This 'n That—Barbara Allison ... SF
This Week In Astrology—Bernice Bede Osol &
Elmanne Hanratty ... NEA
Thomas Roll Call Report—Richard Thomas ... ROL
Those Browns—Bill Murray ... MFS
Those Were The Days—Art Beeman ... SM
Thought For Food—Gould Crook ... CSP
Thought For Food—Michael Leppert ... RPT
Thought For The Day—Gary L. Christensen ... UQ
Thoughts ... NEA
Thoughts Of Man—William Summers and Jim Ivey ... CTN
Threads—Mary Kay Davis ... DAV
Through The Looking Glass ... NPS
Through the Stars—Patricia Schneider ... RPT
Tid Bits—Charles H. Deffhis ... TWN
Tiger—Bud Blake ... KFS
Tigo Puzzles—E.C. Marzo ... WAR
Tim Tyler's Luck—Lyman & Bob Young ... KFS
Time Of Your Life—Jack Smith ... UFS
Time Out—Jeff Keate ... FNS
Timeless Fillers ... CNS
Timeless Tidbits ... AMW
Timely Book Serializations ... LAT
Time Savers ... TAJ

Tiny Times—Brint Schorer, Jr. ... TIN
Tip Off—The Rip Off—Sylvia Cronin ... CFS
Tips For Trips—Rosellen Callahan ... EES
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Tips on Tables—Bob Dana ... NEW
To Be Equal—Vernon Jordan Jr. ... CNS
Tobe Says—Tobe ... FNS
Today In New York—Ray Wilson ... NEW
Today Is The Day ... ITP
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Today's Great American—Will Allison ... ASI
Today's Medicine—Michael J. Halberstram, M.D. ... NYT
Today's Smile—Betsey Freiberger ... CF
Today's Sports Parade—Mitton Richman ... UPI
Today's Teens—Lester Rand ... YOU
Today's Woman in Today's World—Dorothy Richey &
Patricia Bosch ... RBN
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Tom Anderson Sez—Tom Anderson ... AMW
Tom Braden Report—Tom Braden ... LAT
Tom Coin—Roman Baltes ... PCF
Tom Teepen Commentary—Tom Teepen ... ASI
Tom Tiede/National Correspondent—Tom Tiede ... NEA
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Toppix—Edwin Fisher ... CTN
Tornado—Rick Wilson ... WLS
Total Beauty—Lydia Lane ... LLS
To The Point—Joseph Fried ... TWN
To Your Good Health—Dr. Paul E. Ruble ... FNS
Tracing You Roots—George Harry ... HAY
Trade Winds—Lou Schneider ... NANA
Travel—Murray J. Brown ... UPI
Travel—Ida Fried ... EPS
Travel—Joel Sleed ... NHN
Travel Addict—Kay Cassill ... TWN
Travel Along—The Bascomes ... BA
Travel & Leisure—Bob Nesoff ... GSM
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Travel Facts—Landt & Lisl Dennis ... TRF
Travel Line ... TVC
Travel Log—Dave Goodwin ... GWN
Travel News & Notes—George G. White, Sr. ... FEA
Travel Photography—Jeanne Irvine ... MIL
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Travel Trove—Steven Freedman ... TSE
Travel Whirl—Buddy Basch ... BAS
Travel With Hermes—Ray Wilson ... NEW
Traveling With Farley—Phil Farley ... CHR
Treasure Hunting—Herb Goldberger ... TWN
Treasury Of Classic Tales—Walt Disney ... KFS
Trends & Forecasts—Jean Carper & John Naisbitt ... PRI
Tribune News Specials ... CTN
Tributes—F. Scherer ... REY
Trim's Arena—Hal Trim ... UNP
Trip Tips—Marie Mattson ... MAT
Trivia—F. Dudgeon ... CSP
Trivia—Randy ... CF
Trivia Quiz—Dan Carlinsky ... CAR
Trivia Quiz—Donald Saltz ... QUF
Trivia-Teasers—Gene Herndon ... UFS
Trudy—Jerry C. Marcus ... KFS
Trudy Engel in Washington, D.C.—Gertrude Engel ... LNI
True Crimes And Mysteries Series—William T. Brannon ... KFS
Truth—Paul Swan ... SBP
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Tucker—Joe Martin ... FNS
Tumbleweeds—Tom K. Ryan ... UFS
Tune-In—Roberta Ashley ... SPS
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Tutankhamum—Adam Kovacs ... ASD
Tutor-Toons—Johnny Sajem ... TWN
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TV Commentary—Bente Christensen ... EDC
TV Compulog Local Listings ... TVC
TV Crosswords ... UFS
TV Data Local Listings ... TVD-UFS
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TV Features ... TVD
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TV From A Woman's View Point—Marcia Michels ... AMF
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—Steven H. Scheuer ... KFS
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TV Mail Bag ... TVC
TV Mailbag—Thom Mead ... CNS
TV Mailbag Question/Answer ... CAS
TV Movies ... TVC
TV Parade—Joan Crosby ... SF
TV Personality (Profile) ... TVC
TV Photos ... TVC
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TV Profile—Vernon Scott ... UPI
TV Puzzle ... TVC
TV Reviews—Gail Williams & David Wisley ... HRS
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TV Spotlight ... TVD
TV Spotlight ... UFS
TV Spotlight Features ... UFS
TV Spotlight Photos ... UFS
TV Starscramble ... WHI
TV Starscreen Puzzle—Al Kilgore ... UFS
TV Supplements ... UFS

TV Supplements ... TVW
TV Teaser ... UFS
TV-The Family Viewpoint ... TVC
TV Timeline Gossip Column ... CAS
TV Time/TV Day Feature Service ... CAS
TV Time/TV Day Magazine Service ... CAS
TV Today—Bernie Harrison ... UNP
TV View—Frances M. Knox ... DIC
TV Week ... UFS
TV Week Ahead Sports ... TVC
TV Week Features ... UFS
TV Week Photos ... UFS
Tween 12 and 20—Dr. Robert Wallace ... CNS
Twitch—Howard Rands ... SM
2 Minute Meditation—A. Blake ... SBP
Two-Minute Mysteries—Donald J. Sobol ... TM

U

UN Report—John MacVane ... PCC
Uncle Ray's Column—Ramon Coffman ... FNS
Uncommon Conversations—Philip Nobile ... UNP
Under Twenty—Kurt Lassen ... CF
Understanding Cancer—John Prinkey ... FSF
Understanding Insurance: A Consumers's Guide—
Ray E. Carden ... TWN
Unipix ... UPIN
Unlikely Letters—Bernard Williams ... SM
Update ... CMF
Uri Geller Column—Uri Geller ... MCN
US Magazine ... NYT
US News And World Report ... NYT

V

Variety Oddity Coin Collecting—F. G. Spadone ... SPA
Various Titles—Don Freeman ... CNS
Venice L. Holmes Column—Venice L. Holmes ... HOL
Vi Puzzle—Jack Moser ... PCF
Victor Wilson Column—Victor Wilson ... NHN
Video Vignettes—Ted Julian ... AMF
View—Frances M. Knox ... DIC
View From the Hill—George Bain ... TSS
Viewers Voice ... TVC
Village Square—Chuck Stiles ... SM
VIP Medical Grapevine—Ruth Nathan Anderson ... VMG
Virginia Payette—Virginia Payette ... UFS
Visage—Don Burchett ... CRO
Visible Woman—Janet Lowe ... CNS
Voice From The Woods—Walter Gormley ... GRM
Von Mabels' Backpacking—Sheridan Anderson ... RIP

W

Walking Around With Sydney DuBroff—Sidney DuBroff ... GPL
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Washington Journal—Robert J. Wagman ... NANA
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Washington Merry-Go-Round—Jack Anderson ... UFS
Washington Notes ... EDC
Washington Report—Bogdan Kipling ... TSS
Washington Siren—Cyrene Dear ... DPR
Washington Straight Talk—Harlan Strauss, Ph.D. ... TWN
Washington Wash ... AMW
Washington Welter—Jesse H. Merrell ... MER
Washington Whirl—Karen Feld ... FET
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Watch This Space—Carolyn Nolte—Watts ... UNP
Watching TV—Richard Sullivan ... BAL
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Weather Maps & Forecast ... UPIN
Webster Classics—H. T. Webster ... SM
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Week Ahead Specials ... TVC
Weekend Adventures—Carole Terwilliger Meyers ... COP
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Weekend Magazine ... NYT
Weekly Bingo—Professor Metaphor ... SF
Weekly Comment On Ill. Politics and Govt.—Art Henrikson ... HEN
Weekly News Packet ... PRA
Weekly Page of Features ... SM
Weekly Page of Comics ... SM
Weekly Program Photo Highlights ... TVC
Weekly Short Stories ... OPS
Weekly Short Story—Sidney DuBroff ... GPL
Weekly Special—Jack Anderson ... UFS
Week's Best Viewing, Preview Column ... CAS
Westell's Canadian Report—Anthony Westell ... TSS
Whatever Happened To—Buddy Basch ... BAS
What Life Has Taught Me ... SBP
What Next—Paul Hamlin ... SPS
What You've Got Coming In Social Security & Medicare
—William Steif ... NEA
What's Bugging Your—Loretta Long ... FNS
What's In in Interiors ... DFS
What's in Store—Joan Watson ... TSS
What's Next!?—R. G. Magnuson ... IPS
What's On Television ... UPI
What's The Law—Jack Strauss ... UFS
What's Up ... NEA
What's Your Verdict—Paul Levine J.D. ... CNS
Wheels ... UNP
Where Are They Today?—Jess Haoglin ... TWN
Where You Live—B. Rita Cannon ... BAL
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Who Knows ... EDC
Who Was That Lady ... MCN
Who's on First??—William Kauffman ... FET
Why Be Bored?—Lilian Taylor ... TAY
Why Grow Old?—Josephine Lowman ... RTS
Wiggly-Word Puzzle—N. Dickson ... DFS
Wilderness Wisdom—Wayne Calloway ... MAL
Will Rogers Says—Bryan Sterling ... RTS
William Beecher—William Beecher ... NANA
William Chandler Column—William Chandler ... LNI

William Raspberry Column—William Raspberry ..... WPW
William L. Ryan—William L. Ryan ..... NANA
Wine—Bob Hosmon & John Knoblock ..... MIA
Wine & Liquor Uncomplicator—Gene Ford ..... MDF
Wine Connoisseur—Robert Lawrence Balzer ..... LAT
Wine on the Table—William Clifford ..... WOT
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Wine Scrapbook—Mary Lester ..... LES
Winetaster's Choice—Harold Bearak ..... WTC
Winnie the Pooh—Walt Disney ..... KFS
Winnie Winkle—Max Bibber and Henry Raduta ..... CTN
Winnie Witch and The Giant Potato—Adamakos & Rogers ..... CWF
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Winthrop—Dick Cavalli ..... NEA
Wish I'd Said That—Adrian Noskiddle ..... DFS
Wish You Were Here—Kevin Keating ..... FET
Wishing Well ..... KFS
Wisdom In The Street—Charles Rehns ..... REH
Women At Work—Marlies Wolf & Joy Singer ..... FET
Women in Media—Joy Gaston ..... RPT
Women Now Achieving—Daisy Cox ..... DFS
Women On the Line—Bernita Alderson ..... TWN
Woman's World—Patricia McCormack ..... UPI
Woman's World ..... TVC
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Women Poll ..... WMP
Women's News Service ..... WNS
Women's Pages—Dina Dellale ..... EPS
Women's Way To Travel—Rosellen Callahan ..... EES
Wonder Wart Hog—Gilbert Shelton ..... RIP
Wonderword—Jo Ouellet ..... LAT
Woody's World—Bill Potter ..... UFS
Words & Meanings—Dorothea Coates ..... SM
Word-A-Day—Mickey Bach ..... FNS
Word Cage Puzzle—Tracy St. John ..... SF
Word Cross ..... UFS
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Wordplay ..... KFS
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World in Focus, The—William R. Frye ..... FRY
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World Of PSI—Claire Huff ..... HUF
World Spotlight—Don Kampel ..... ARU
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Would You Believe . . . ?—Fred Philcox ..... CDF
Wright Angles—Larry Wright ..... UFS

Y

Yard Yarns—George Brown ..... BAL
Yardley Jones Cartoons—Yardley Jones ..... CWF
Year in Religion ..... RNS
Yesterday's Stars Today—Nancy Anderson ..... CNS
Yogi Bear—Hanna-Barbera Productions ..... MCN
You And Photography—Arthur S. Green ..... GRE
You And Your Car ..... TVC
You And Your Job—Ira S. Wit ..... AWC
You And Your Money—Judith G. Rhoades ..... CNS
You Are What You Wear—William Thourlby ..... UNP
You Asked For This!—Barbara Burtoff ..... BAB
You Be The Judge—Ritter & Levine ..... LEG
You Can Fix It—Walt Trag ..... SBP
You In The Church, The Church In You ..... WIL
You Know You Really Love Them When—Miv Schaaf ..... SCH
You Said It! ..... AMW
You, Your Child And Entertainment—David Nydick ..... DAN
You, Your Child And School—David Nydick ..... DAN
You, Your Child And Sports—David Nydick ..... DAN
Young And Healthy Always—Dr. Frank Falkner ..... LAT
Young Hobby Club—Cappy Dick ..... FNS
Young Ideas—Dick Young ..... CTN
Young Original ..... NEA
Young People's Paper—Dorothy Hillard ..... RBN
Young World—Tom Lennon ..... NCF
Your Auto And You—Doyle K. Getter ..... AUT
Your Biorhythm Charts for Today—Edward Chrisfield ..... BIO
Your Birthday—Stella Wilder ..... UFS
Your Car—Eugene Milmoe ..... LAT
Your Car—Rav Stapely ..... TSS
Your Car and You—F. Treadgold ..... OPS
Your Cat and Astrology—Marion Futterman ..... AST
Your Family Decorator—Carleton Varney ..... FNS
Your Farm Taxes—Mark E. Battersby CLI
Your Fashion Image—Charlotte Wilkinson ..... YEI
Your Handwriting Tells—Dorothy St. John Jackson ..... CNS
Your Home—Carolyn S. Murray ..... LAT
Your Home—Build And Improve—John D. Bloodgood & Angustus Suglia ..... KFS
Your Horoscope—Jeanne Dixon ..... LAT
Your Horoscope Forecast—Dolores Pyle ..... PYL
Your Horoscope Guide—Gina ..... CNS
Your Individual Horoscope—Frances Drake ..... KFS
Your Life And Mine—Phyllis Mitchell ..... WIT
Your Lucky Stars—Diana Dee ..... DFS
Your Medicare—Eugene Miller ..... MLN
Your Medicine Chest—Jerome J. Jarvis ..... WOR
Your Money—Pat Fellows ..... TSS
Your Money's Worth—Sylvia Porter ..... FNS
Your Personal Biorhythm—Bernie Gittelson ..... UNP
Your Photos—Albert Moldvay ..... LAT
Your Preschooler—Carolyn Luetge ..... DFS
Your Prescriptions—John Brennan ..... LAT
Your Social Security ..... CNS
Your Week at End—Flo Cotter ..... CSP
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You're Looking Good!—Michelle Christian ..... RBN
You're Sew Right—Dale Cavanagh ..... SPS
You're The Detective—E.K. ..... BAL
Youth and the Law—Norman Elliot Kent ..... SPI
Youth Clinic ..... TSS
Youth On The Go—Randy Mink ..... MIK
Youth Parade—Reba & Bonnie Churchill ..... CAI
Youthful Viewpoint—Lester Rand ..... YOU

Z

Zane Grey's Best Short Stories & Books ..... OPS
Zanies Cartoons—J. Maddox ..... SBP
Zany Crossword—Naida Dickson ..... RGA-DFS
Zeroids—Roy Pierce ..... RGA-DFS
Ziggy—Tom Wilson ..... UNP
Zig-Zag—Steve Ryan ..... CNS
Zingers—Gerald A. Bennett ..... RGA-DFS
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Zippy—Bill Griffith ..... RIP
Zodiyaks—John Prinkey ..... FSF
Zoonies—Craig Leggett ..... NEA
Zumwalt/Bagley Report—E. R. Zumwalt, Jr. & Worth Bagley ..... LAT

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A

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Abraham, George—The Green Thumb Question Box ..... TGT
Abraham, Dr. Willard—Our Children ..... CNS
Abrahamian, E.V.—Sports File ..... TWN
Adamakos & Rogers—Winnie Witch & The Giant Potato ..... CWF
Adams, Anne—*Dress Pattern Features ..... KFS
Adams, Cindy—Celebnty Interviews ..... WNS
Adams, Jane—Person To Person ..... CMF
Adams, Jean—Teen Forum ..... UFS
Adams, John—Adams In Washington ..... EDC
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Adilman, Sid—Eye on Entertainment Canadian ..... TSS
Adler, Jane—Indoor Gardening ..... FNS
Adler, Joseph—Destination ..... ADL
Africano, Lillian—One Woman's Voice ..... PRI
Ahern, Margaret—Our Parish ..... NCF
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Aislin—Aislin Political Cartoons ..... TSS
Albinsson, Gorin—Report From Sweden ..... INW
Alderson, Bernita—Women on the Line ..... TWN
Alderson, Court—This is Sport ..... SM
Alderson, George—Crutches-Cane-Wheelchair ..... ALD
Aldrich, Lucile—Seabreezes ..... SEA
Alexander, Bob—Benchwarmer's Sports Trivia ..... CNS
Alexander, Don—Humoresque ..... ARU
Alexander, Don—Pot Luck ..... ARU
Alexander, Holmes—Holmes Alexander Column ..... MCN
Alexander, Jerry—Alexander's Local Cartoons ..... ALX
Alfaro—Spanish Crossword Puzzle ..... KFS
Allen, Greg—The Vinyl Word ..... TWN
Allen, Robert E.—Star Gazing ..... STG
Allen, Steve—The World of Steve Allen ..... IPS
Allison, Barbara—This 'n That ..... SF
Allison, Will—Today's Great American ..... ASI
Alma—Ask Alma ..... SF
Althouse, Rev. W.—The Bible Speaks ..... CSP
Alwyn, Martin—Ask Anybody Anything ..... NANA
Anastasi, April—Food Fancies ..... ASC
Anderson, Arthur L.—Knee Deep In Mich. Past and Present ..... LNI
Anderson, Bobby—Inside Story ..... DFS
Anderson, Brad—Grandpa's Boy ..... SM
Anderson, Brad—Marmaduke ..... UFS
Anderson, Carolyn—Collectors' Items ..... AMW
Anderson, Dave—Sports of the Times ..... NYT-NS
Anderson, David E.—Religion in America ..... UPI
Anderson, Jack—Jack Anderson's Weekly Special ..... UFS
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Anderson, Jennifer—Ask Jennifer ..... LAT
Anderson, Nancy—Hollywood Hotline ..... CNS
Anderson, Nancy—Yesterday's Stars Today ..... CNS
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Anderson, Ruth Nathan—VIP Medical Grapevine ..... VMG
Anderson, Sheridan—Von Mabel's Backpacking ..... RIP
Anderson, Tom—Money Talks ..... AMW
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Andriola, Alfred—Kerry Drake ..... FNS
Angle, Martha & Robert Walters—In Washington ..... NEA
Annswell, Clare—Starscope ..... SM
Anthony, Noel—Continental Diary ..... NANA
Andrews, Hank—Afield & Afloat ..... WLS
Andru, Ross & Marv Wolfman—The Unexplained ..... CNS
Appel, Ellen—Make It Yours ..... CNS
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Arnold, Henri—Ching Chow ..... CTN
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Arnold, Jud—Green Talk ..... CWF
Arriola, Gus—Gordo ..... UFS
Arthur, Marv—Made Public ..... ARU
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Ascher, Sidney—Sid Ascher's World ..... ASC
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Ashley, Roberta—Tune In ..... SPS
Athens, Eve—Adams' Rib ..... TWN
Atseff, Tim—Atseff ..... RIS
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Atsuko—Report From Japan ..... INW
Augereau, Jean Francois—Report From France ..... INW
Austin, John—Hollywood's Unsolved Mysteries ..... HIS
Austin, John—Inside Hollywood ..... HIS
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Austin, Norman—Books of The Week ..... HIS
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Auth, Tony—Auth Cartoons ..... WPW
Avery, Jeanne—Star Tracking ..... FNS
Axelbank, Albert—Dateline Moscow ..... NANA
Aylward, Jim—Jim Aylward's Journal ..... UFS

B

Bach, Mickey—Word-A-Day ..... FNS
Bachman, Dr. David—Dr. Jock ..... CTN
Bachrach, Judy—Judy Bachrach ..... UNP
Bacon, James—Hollywood Hotline ..... UFS-NANA
Baer, David & Dr. Phil Seff—Our Fascinating Earth ..... CNS
Baginski, F.—Cartoonmix ..... CAM
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Bagley, Worth, H. & E.R. Zumwalt, Jr.—Zumwalt Bagley Report ..... LAT
Bailey, Rev. A. Purnell—Daily Bread ..... LAT
Bain, George—View From the Hill ..... TSS
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Ball, Walter—Rural Route ..... MIL
Baltes, Roman—Tom Coin ..... PCF
Balzer, Robert Lawrence—Wine Connoisseur ..... LAT
Barash, Norma—Cooking ..... JTA
Bard, Morton & Dawn Sangrey—The Crime's Victim's Book ..... ASI
Barnes, Jim—Sportography ..... UFS
Barney, J.—Prison Rap ..... SAW
Barr, Beverly—Seeing Less of You ..... WNS
Barrett, Charles A.—Night Club Reviews ..... HRS
Barrett, Clare—Ask Ms. Natural ..... NAT
Barry, Dan—*Flash Gordon ..... KFS
Barry, Seymour & Lee Falk—*The Phantom ..... KFS
Barsotti, Charles—Broadsides ..... LAT
Bartlett, Charles & Cord Meyer—News Focus ..... FNS
Basch, Buddy—Army Funnies ..... BAS
Basch, Buddy—Celebntee-Hees ..... BAS
Basch, Buddy—Help, Police! ..... BAS
Basch, Buddy—Real Names/Reel Names ..... BAS
Basch, Buddy—That's Life ..... BAS
Basch, Buddy—Travel Whirl ..... BAS
Basch, Buddy—Whatever Happened To ..... BAS
Bascomes, The—Along the Camping Trail ..... BA
Bascomes, The—Along The Food Trail ..... BA
Bascomes, The—Along the Wine Trail ..... BA
Bascomes, The—Travel Along ..... BA
Bassett, Gene—Gene Bassett Column ..... UFS
Bateson, Thomas A.—Collector's Corner ..... UFS
Batiuk, Tom—Funky Winkerbean ..... FNS
Battelle, Phyllis—Assignment: America ..... KFS
Battersby, Mark E.—Hobby Taxes CLI
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Battersby, Mark E.—Your Farm Taxes CLI
Batiuk, Tom & Tom Armstrong—John Darling ..... FNS
Battista, Dr. O.A.—Health Today ..... SBP
Baughman, Bill—Exploring With Your Camera ..... BAU
Baum, Herman—The House Doctor ..... RTS
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Bearak, Harold—Winetasters' Choice ..... WTC
Beard, James A.—James A. Beard on Food ..... UNP
Beattie, Bruce—Beattie Cartoon ..... IND
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Bee, Myrna—Myrna Bee's Letters ..... BAL
Bee, Noah—Editorial Cartoon ..... JTA
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Belmont, Trixie—Ladies First ..... WNS
Bellemy, Frank—Garth ..... ITP
Belt, Byron—Arts ..... NHN
Bendel, Peggy—Behind the Seams ..... SF
Bennet, Mary Alice—A Little Prayer ..... AF
Bennett, Gerald A.—Capital Carnival ..... RGA-DFS
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Bennett, Gerald A. & R. Sanders—Editorial Cartoons ..... DFS
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Bennett, Gerald A.—Mom's Boarding House ..... RGA-DFS
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Bennett, Richard—For the Divorced ..... LIS
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Bennett, Jessie—Speaking of Angels ..... TWN
Benson, Miles—Congress ..... NHN
Bently, Carole—Hair Care ..... ITP
Berke, Dr. Melvyn & Joanne Grant—After Divorce ..... RTS
Bernstein, Paul (Mr. Physical Fitness of USA)—Look . . . and Feel Your Best ..... RBN
Bernstein, Theodore M.—Bernstein on Words ..... NYT
Berrill, Jack—Gil Thorp ..... CTN
Berry, Jim—Berry's World ..... NEA
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Bess, Gordon—*Redeye ..... KFS

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Best, Natalie—Fashion World ..... CNS
Betancourt, Hal—Advertising Basics ..... BET
Betancourt, Hal—Books Reviewed ..... BET
Betzina, Sandra—Sew With Flair ..... CHR
Bibber, Max Van & Henry Rudata—Winnie Winkle ..... CTN
Bierman, Bob—Editorial Cartoons ..... MIL
Bingham, June—One Woman's Voice ..... PRI
Birnbaum, Stephen—Steven Birnbaum ..... CTN
Bishop, Gerry—House Plans ..... UFS
Bishop, Jim—*Jim Bishop: Reporter ..... KFS
Blaine—Editorial Cartoons ..... MIL
Blake, A.—2 Minute Meditation ..... SBP
Blake, Bud—*Tiger ..... KFS
Blaker, Karen, Ph.D—Choices ..... NEA
Blauvelt, Lee—Stamping Around The World ..... CNS
Blazer, Don—Of Course, A Horse ..... CNS
Blinn, Johna—Celebrity Cookbook ..... LAT
Bliss, Anna—The Stars And Your Future ..... BAL
Block, Herbert L.—Herblock ..... FNS
Bloodgood, John D. & Augustus Suglia—Your Home—Build and Improve ..... KFS
Blumenfeld, Harold & Cottin, Lou—Growing Older ..... NEA
Blummer, Jon—Jon on Wheels ..... ASC
Bobrow, Norm & Marlene Diedrick—He Says . . . She Says ..... IPS
Bodeau, Vivienne—Senior Update ..... SF
Boerem, Ronald—Bad Libs ..... BAL
Boerem, Ronald—Cartoons ..... BAL
Boerem, Ronald—Conversations With A Martian ..... BAL
Boerem, Ronald—Milo ..... BAL
Boivin, Jacques—Fluffhead ..... MIL
Bollen, Roger—Animal Crackers ..... CTN
Bollen, Roger—Funny Business ..... NEA
Bollen, Roger & Gary Peterman—Catfish ..... CTN
Boltinoff, Henry & James Burnett—*Nubbin ..... KFS
Bombeck, Erma—At Wit's End ..... FNS
Bond, Julian—Julian Bond ..... NEA
Bond, Julian—Julian Bond Commentary ..... BPS
Bonestell, Jack—Heavenly Days ..... WLS
Bonestell, Jack—The Zoo ..... WLS
Boody, Shirley B.—Eat Yourself Slim ..... CNS
Borgstedt, Doug & Jean—The Pet Set ..... BOR
Borth, Frank & Warren Whipple—There Ought Be A Law ..... UFS
Bosco, Antoinette—The Bottom Line ..... NCF
Bothwell, Angela & Ford—Camping Family Style ..... SF
Bottel, Helen—Parents Survival Kit ..... DDS
Bottel, Helen & Sue—Helen Bottel ..... KFS
Bottel, Sue—Generation Rap ..... KFS
Bouchard, Lucille—Beauty Is ..... BOU
Bourjaily, Monte F.—Everyday Editorials ..... CMF
Bowen, Charles and Barbara Jones—Beautiful! ..... AF
Bowie, Bob—Food Fun ..... IPS
Bowman, Bob—Flashback on Canada ..... SUN
Boyd, Brendan & Stan Drake—Pop Idols ..... UNP
Boyd, David & Gus Wood—Natl. Cartoon ..... MOR
Boyd & Wood—Apple Pie ..... MOR
Boyd & Wood—Sovereign State of Affairs ..... MOR
Boyd, L.M.—L. M. Boyd Column ..... CRO
Boyd, Waldo T.—Science in the Service of Man ..... FET
Braden, Tom—Tom Braden Report ..... LAT
Bradford, Barbara Taylor—Designing Woman ..... LAT
Bradley, Marvin P., Frank Edgington & Nick Dallis—Rex Morgan, M.D. ..... FNS
Bradshaw, John—On Gardening ..... SUN
Bragdon, Allen & Len Fellows—Playspace ..... NYT
Bramson, Betty—Bramson's World ..... TWN
Brand, Chas. J—Entertainment Whirl ..... BAS
Brandon, Brumsic—Luther ..... LAT
Bransford, Audie—Jest for Laffs ..... TWN
Breisacher, George—Channel One ..... UFS
Brennan, Francis—Graphic Commentary ..... NIES
Brennan, John—Your Prescriptions ..... LAT
Brenner, Patrick—Astrology Forecast ..... TWN
Brent, Teresa—Plant Talk ..... BAL
Breslin, Jimmy—Jimmy Breslin ..... CTN
Brett, Carl—Bridge ..... GIN
Brickfield, Cy—Prime Time ..... ARP
Brickley, Terry—Handicapsules ..... IPS
Brickman, Arthur—Readers World ..... BRI
Brickman, Morrie—The Small Society ..... KFS
Bridges, Herb—Show Biz ..... MOR
Brilliant, Ashleigh—Potshots ..... CTN
Broder, David S.—David S. Broder Column ..... WPW
Brody, Jane—Personal Health ..... NYT-NS
Broersma, Susan—Happy Cooker ..... BAL
Brooks, Alice—Needlecraft Pattern Feature ..... KFS
Brooks, Carroll Ann—Book Look ..... NWR
Brothers, Dr. Joyce—*Ask Dr. Brothers ..... KFS
Broudhecker, John—Grin-A-Bit ..... AF
Broudhecker, John—Zingers ..... AF
Brown, Amery—Braintwister ..... OPS
Brown, Bill & Casson, Mel—Boomer ..... UFS
Brown, Bob—Science For You ..... LAT
Brown, Charles B.—On Boxing ..... FET
Brown, David—Today's World ..... KFS
Brown, George—Yard Yarns ..... BAL
Brown, Murray J.—Travel ..... UPI
Brown, Sue—Straight Talk to Teens ..... FET
Brown, Dr. W.D.—Families Under Stress ..... FUS
Browne, Dik—*Hagar the Horrible ..... KFS
Browne, Dik & Mort Walker—*Hi and Lois ..... KFS
Bruss, Robert—Real Estate Law—and You ..... REF
Bruss, Robert J.—Real Estate Mailbag ..... REF
Bruss, Robert J.—Real Estate Notebook ..... REF
Bruss, Robert—Real Estate Book Review ..... REF
Bryant, G., Hall, G.—Bryant/Hall Travel ..... TSS
Bryony, Shannon—This American Society ..... FET
Buchanan, Patrick J.—The Dividing Line ..... CTN
Buchwald, Art—Art Buchwald Column ..... LAT
Buckley, Priscilla—One Woman's Voice ..... PRI
Buckley, William F.—On the Right ..... UNP
Bumberg, J.G.—News Service ..... GNB
Bunch, Ross E.—Doc Doodle ..... WLS
Burch, Monte—Good Earth Almanac ..... UNP
Burchett, Don—Televisage ..... CRO
Burchett, Don—Visage ..... CRO
Buresch, Joe E.—Dinah Mite ..... JEB
Buresch, Joe E.—Fletcher the 4'Hr ..... JEB
Buresch, Joe E.—Outdoor Mini-Tips ..... JEB
Buresch, Joe E.—The Kids ..... JEB
Burg, Marcia—Chef Marcia ..... WNS
Burger, Jeffrey—Executive Etiquette ..... FET
Burke, John—Connections: Technology and Change ..... CBN
Burmester, William F.—CB-ing with the Scribbler ..... FNI
Burnell, Sue—Dress Patterns ..... NEA
Burnell, Sue—Dress Patterns ..... UFS
Burness, Tad—Auto Album ..... UFS
Burnett, James & Henry Boltinoff—*Nubbin ..... KFS
Burroughs, Ben—Sketches ..... LAT
Burroughs, Edgar Rice—Tarzan ..... UFS
Burtoff, Barbara—At The Office ..... BAB
Burtoff, Barbara—Consumer Column ..... BAB
Burtoff, Barbara—Health Columns ..... BAB
Burtoff, Barbara—Matters of Taste ..... BAB
Burtoff, Barbara—You Asked For This ..... BAB
Burton, Rhoda—Chuck & Sally Ann ..... AF
Bushmiller, Ernie—Nancy ..... UFS
Butcher, Lee—Eye On Medicine ..... TWN
Butcher, Lee—Naked "i" Astronomy ..... TWN
Butler, Ron—Passport to Everywhere ..... CF
Butler, Stuart Dr.—Frontiers of Science ..... TSS
Butz, Earl—Earl Butz In ..... MCN
Byrne, Rob't—Chess ..... NYT

C

Cabot, Anne—Needlework ..... UFS
Cabot, Anne—Needlework ..... NEA
Cadwallader, Sharon—Naturally ..... CHR
Cagin, Seth—Movies '79 ..... SIR
Callahan, Rosellen—Women's Way to Travel ..... EES
Callahan, Rosellen—Historic Walking Tours ..... EES
Calloway, Wayne—Wilderness Wisdom ..... MAL
Calman, Mel—Calman ..... FNS
Camp, Kavanagh, Fletcher—Bringing Up Father ..... KFS
Camp, Dalton—Dalton Camp ..... TSS
Campbell, David—Reel Facts ..... LEP
Campbell, Don—About Real Estate ..... RTS
Campbell, Don—Daily Investor ..... UFS
Campbell, Don—Mutual Funds ..... UFS
Caniff, Milton—Steve Canyon ..... FNS
Caniff, Milton—Steve Canyon ..... KFS
Cannon, B. Rita—Where You Live ..... BAL
Cannon, Thurlow O.—Nostalgia Notes ..... CAN
Carberry, Margaret Mary—Nine to Five Woman ..... CAB
Carden, Charles E.—Sunday Stock Market Chart (Long Term Trend) ..... STO
Carden, Charles E.—The Carden Report ..... STO
Carden, Charles E.—The Market Day By Day—(Short Term Trend) ..... STO
Carden, Karen—Stan Brock's Wilderness Adventure ..... TWN
Carden, Ray E.—Understanding Insurance: A Consumer's Guide ..... TWN
Carlan, Michael & Jean Heller—Getting There ..... NHN
Carlinsky, Dan—Dan Carlinsky Column ..... CAR
Carlinsky, Dan—It's On The Tip of My Tongue ..... CAR
Carlinsky, Dan—Trivia Quiz ..... CAR
Carper, Jean—One Woman's Voice ..... PRI
Caper, Jean & John Naisbitt—Trends & Forecasts ..... PRI
Carrell, Al—Super Handyman ..... KFS
Carroll, Charles—Antiques Appraisal Clinic ..... CRO
Carroll, Les & Tom McCormick—Our Boarding House ..... NEA
Carruthers, Jeff—Report From Canada ..... INW
Carson, Astrid—Dear Astrid ..... CF
Carter, Anthony—Terse Verse ..... OPS
Carter, Edith—Edith Carter ..... NWR
Caruba, Alan—Bookviews ..... INP
Caruba, Alan—Fun Places ..... INP
Caruba, Alan—Pest Control Features ..... INP
Caruba, Alan—The Jewish Future ..... INF
Caruba, Rebecca—Gourmet's Notebook ..... INP
Cary, Gene—Here's How ..... CNS
Casey, Sally—Dear Sally ..... OPS
Cassandra, Lady—Horoscopes for Animals ..... AST
Cassill, Kay—Travel Addict ..... TWN
Casson, Mel & Bill Brown—Boomer ..... UFS
Cavalli, Dick—Winthrop ..... NEA
Cavanagh, Dale—You're Sew Right ..... SPS
Chaftez, Morris E.—Alcoholism ..... IMTS
Chagall, David—The Smart Life ..... TWN
Chamberlain, John—These Days ..... KFS
Chan, Ernie & Roy Thomas—Conan The Barbarian ..... RTS
Chandler, William—William Chandler ..... LNI
Charter, S.P.R.—On Man on Earth ..... FET
Chayet, Neil L.J.D.—Medicine and the Law ..... IMTS
Cherry, Fred—Fred Cherry's Personal Journal of Good Drinking ..... FET
Cherry, Susan—The World of Money ..... DFS
Childs, Marquis—Washington Calling ..... UFS
Chrisfield, Edward—Your Biorhythm Charts for Today ..... BIO
Christensen, Bente—TV Commentary ..... EDC
Christensen, Gary L.—Thought For The Day ..... UQ
Christian, Michelle—You're Looking Good! ..... RBN
Christy, George—The Great Life ..... HRS
Christy, Marian—Marian Christy Column ..... LAT
Churchill, Reba & Bonnie—Youth Parade ..... CAI
Churchill, Reba & Bonnie—Reba & Bonnie Churchill Reporting ..... CAI
CJB, Jr.—Scramble Steps ..... BAS
Claiborne, Craig—Food ..... NYT-NS
Claire, Aileen—Food For Americans ..... NEA
Clark, Frank—Country Parson ..... SM-RTS
Clark, Giles—By The Way ..... HSA
Clark, Kathy—Kathy Clark Column ..... CLA
Cleary, Dennis—Green Thumb ..... TWN
Clifford, John—Now Hear This ..... ASI
Clifford, William—Wine on the Table ..... WOT
Clift, John—City Editor's Tip Service ..... LAT
Coan, Nonnee—Shredded Wit ..... CDA
Coan, Nonnee—Small Fry Diary ..... COA
Coates, Dorothea—Words & Meanings ..... SM
Cobb, R.—R. Cobb ..... SAW
Cochran, Linda—Countdown ..... FET
Coffman, Ramon—Uncle Ray's Column ..... FNS
Cohen, Haskell—Jews in Sports ..... JTA
Cohen, Lita, Solis—Antiques ..... ART
Cohen, Richard—Richard Cohen Column ..... WPW
Cole, Barbara—Imagination ..... SUN
Coletta/Lefitt/Tuska—Superheroes ..... CTN
Collidge, Aspro—Arnaki ..... MCF
Coleman, Dr. Lester L.—*Speaking of Your Health ..... KFS
Collins, Beulah—Golden Years ..... LAT
Collins, Beulah—Today's Chuckles ..... LAT
Collins, Beulah—Weekend Chuckle ..... LAT
Collins, Gould/Fletcher—Dick Tracy ..... CTN
Conrad, Paul—Paul Conrad Cartoon ..... LAT
Conroy, Matthew—The Pepper Mill ..... NWR
Conwell, John—*Mirror of Your Mind ..... KFS
Cools, Joseph—Coping ..... WLS
Cooper, Nina—Crossword Puzzle ..... APN
Corbett, Mary Ellen—Feminist Q. & A. ..... COS
Cordray, Bob—Alex in Wonderland ..... CNS
Corey, Ben—Let's Make ..... HAR
Corey, Ben—Teen Scene ..... HAR
Corn, Ira G., Jr.—The Aces ..... UFS
Corradeno, Philomena—Nutrition Cookbook ..... KFS
Cory, Andra—Find It ..... SM
Costello, Patty & Dick Weber—Bowling Tips ..... UFS
Cotter, Flo—Your Week at End ..... CSP
Cotter, Milt—Job Forum ..... CRO
Cottin, Lou/Blumenfeld, Harold—Growing Older ..... NEA
Cousins, Norman—Norman Cousins Column ..... LAT
Cowan, Dick—Tech Talk ..... KFS
Cox, Daisy—Women Now Achieving ..... DFS
Craig, Mary—Household Scrapbook ..... OPS
Cramer, Polly—Polly's Pointers ..... NEA
Cramer, Polly—Patterns & Pointers ..... NEA
Crandall, Robert W., Ph.D.—Regulations and Regulators ..... NPC
Crane, Dr. George W.—Dr. Crane's Quiz ..... HPS
Crane, Dr. George W.—The Worry Clinic ..... HPS
Creed, George E—It's Your Landscape ..... FNS
Crenshaw, George—Belvedere ..... FNS
Crist Jr., George P.—Closing the Gap ..... CRI
Criswell—Criswell Predicts ..... MCN
Cronin, Sylvia—Byline Consumer ..... FET
Cronin, Sylvia—Consumer Conscious ..... CFS
Cronin, Sylvia—Consumer Travel Trends ..... CFS
Cronin, Sylvia—Inventors Forum ..... CFS
Cronin, Sylvia—Tip Off—The Rip Off ..... CFS
Crook, Gould—Thought for Food ..... CSP
Crooks, Bill, Jim Lawrence—Captain Easy ..... NEA
Crosby, Joan—Ask TV Scout ..... UFS
Crosby, Joan—TV Parade ..... SF
Crosby, Steve—Steve Crosby Column ..... RIS
Crowley, B.J.—Crowley's Horoscope ..... EDC
Cruickshank, Ken—Ken Cruickshank Column ..... RIS
Crump, Joe—Low Down From The Congressional Record ..... CRU
Crymes, Mary Furey—Jolly Green Thumb ..... SF
Cuneo, Ernest—National Whirligig ..... NANA
Cunningham-Tee, George—Our Mysterious World ..... SUN
Curfman, Greg—Figleaves ..... WLS
Curll, Edmund—Penpoints—Handwriting Analysis ..... BAL
Currie, Glenne—Theatre World ..... UPI
Currier, Chet—Sunday Crossword ..... APN
Curtis, Robert Edward—The Scene ..... GSM
Cutter, Bob—The Steering Column ..... THG

D

Dahlin Andrea & Morna Murphy—Stage Reviews ..... HRS
Dallis, Dr. N. P. and Harold Le Doux—Judge Parker ..... FNS
Dallis, Dr. N. P. & Frank Edgington/Marvin P. Bradley—Rex Morgan, M.D. ..... FNS
Dalton, John—On Sports ..... SF
Dana, Bob—Bob Dana On Wine ..... NEW
Dana, Bob—Tips on Tables ..... NEW
Dana, Margaret—Before You Buy ..... UFS
Dana, Margaret—Consumer's Question Box ..... UFS
Dangaard, Colin—Numerous Titles ..... INF
Daniloff, Ruth—At Large ..... CMF
Darack, Arthur—Buy Right ..... RTS
Dart, Susan—Natural Foods ..... LAT
Dashiell, Jackie—Easy Etiquette ..... FET
Davis, Clint—Clint Hints ..... BAL
Davis, Jim—Garfield ..... UFS
Davis, Jingle—Out-Lines ..... CMF
Davis, Mary Kay—Threads ..... DAV
Davis, N.L.G., Norman M.—The Coin Box ..... NMD
Day, Crosby L.—Hollywood's Twilight Years ..... TWN
Day, Lawrence—Canadian Chess ..... TSS
Deaglio, Mario—Report From Italy ..... INW
Dear, Cyrene—Washington Siren ..... DPR
Debnam, Betty—Mini Page ..... UNP
DeCesare, Angelo—Phillip ..... TWN
DeCrane, Ray—Cut Your Own Taxes and Save ..... NEA
Dee, Diana—Your Lucky Stars ..... DFS
Dee, J.D., Jay—Law for Laymen ..... TWN
de Groot, Roy Andries—One Great Dish ..... CTN
Dee Ted—Minute Mechanic ..... HAR
Deeb, Gary—Gary Deeb ..... CTN
Deitz, Susan—Single File ..... LAT
Delaplane, Stan—Around the World ..... CHR
Delaplane, Stan—Postcards ..... CHR
Delevette, Tom—Quazar the Warrior ..... TWN
Dellale, Dina—Beauty Hints ..... EPS
Dellale, Dina—Fashions ..... EPS
Dellale, Dina—Women's Pages ..... EPS
Dempster, Nigel—Dempster's Diary ..... ITP
Demson, Edward—The Legal Way ..... CNS
Dennis, Charles—Tid-Bits ..... TWN
Dennis, Landt & Lisl—Travel Facts ..... PFI
Denton, Patrik—Backyard Denton ..... CNS
Dern, Marian & Mel Keefer—Rick O'Shay ..... CTN
Desatta, Katie—Crossword Puzzle ..... MOR
de Santis, Florence—Fashion, Face and Figure ..... UFS
de Segonzac, Adalbert—Report from France ..... INW
Detjen, Gustav, Jr.—Fireside Chats ..... DET

Detjen, Gustav, Jr.—Philatelic News ..... DET
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de Toledano, Ralph—Ralph de Toledano Column ..... CNS
Devaney, Frank—Traveling With Frank Devaney ..... CAP
Diamond, Nina—Girl About Town ..... DIA
Diamond, Nina—Once Over Lightly ..... DIA
Dick, Cappy—Cappy Dick ..... FNS
Dick, Cappy—Young Hobby Club ..... FNS
Dietzen, Father John—Question Box ..... NCF
Dickenson, Fred & John Prentice—*Rip Kirby ..... KFS
Dickinson, Terence—In Outer Space ..... DIT
Dickson, Naida—Dickson Bonus-Word Puzzle ..... DFS
Dickson, Naida—Dickson Wiggly-Word Puzzle ..... DFS
Dickson, N. & Gerald A. Bennett—Draw Me ..... DFS
Dickson, N.—Drop-a-Quip ..... DFS
Dickson, N.—Ladder-Word Puzzle ..... DFS
Dickson, N. & J.V. Richardson—Mathword Puzzle ..... DFS
Dickson, Naida—Zany Crowssword ..... RGA-DFS
Didato, S. V.—Behavior Behind The News ..... NWR
Diedrick, Marlene & Norm Bobrow—He Says . . She Says ..... IPS
Diggs, Harry—Diggs ..... RIP
D'Imperio, Dan—Flea Market Finds ..... CRO
DiPreta, Tony—Joe Palooka ..... MCN
Disney, Walt—*Christmas Stnp ..... KFS
Disney, Walt—*Donald Duck ..... KFS
Disney Walt—*Mickey Mouse ..... KFS
Disney, Walt—*Scamp ..... KFS
Disney, Walt—*Treasury of Classic Tales ..... KFS
Disney, Walt—*Winnie the Pooh ..... KFS
Dixon, Jean—Your Horoscope ..... LAT
Dodd, Ed—Mark Trails' Outdoor Tips ..... FNS
Dodd, Ed & Tom Hill—Mark Trail ..... FNS
Dodge, Fred—Candle & Mirror ..... MM
Dodge, Fred—Monthly Mention ..... MM
Dodge, Fred—60 Second Sermons ..... MM
Dolan, Ann Frances—Save Time and Money ..... SF
Donato, Andy—Donato Daily ..... SUN
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Dorfman, Dan—Dan Dorfman ..... CTN
Dorval, Elton—Clip-A-Tip ..... TWN
Dougherty, Tom—Energy Today and Tomorrow ..... TWN
Douglass, Elisha—Strength For The Day ..... CF
Douglass, Elisha—Sunday School Lesson ..... CF
Dowd, Merle—Managing Your Family's Money ..... RTS
Doyle, William A.—Investor's Guide ..... KFS
Drake, Francis—*Your Individual Horoscope ..... KFS
Drake, Stan—*The Heart of Juliet Jones ..... KFS
Drake, Stan & Brendan Boyd—Pop Idols ..... UNP
Draznin, Jules N.—Fact & Fancy ..... DRA
Draznin, Jules N.—Small Business World ..... DRA
Drogin, Marc—Book Reviews Column ..... DRO
Drum, Charlie & Gary Galluzzo—As A Matter of Fact ..... UNI
Drummond, Roscoe—Roscoe Drummond Column ..... LAT
Dubeck, Leroy & J.A. Livingston—Chess ..... SPS
Dubren, Pat & Ron—Garbles ..... FUN
Du Broff, Sidney—A Letter Of Fact And Analysis ..... GPL
Du Broff, Sidney—Here And There With Rod And Gun ..... GPL
Du Broff, Sidney—The Weekly Short Story ..... GPL
Du Broff, Sidney—Walking Around With Sidney Du Broff ..... GPL
Dudgeon, F.—Trivia ..... CSP
Dudgeon, Patrick—Senior Citizens Corner ..... CSP
Dudgeon, Pat—Consumers Checklist ..... CSP
Dudgeon, Pat—Editors Quote ..... CSP
Dudgeon, Pat—From History Scrapbook ..... CSP
Duff, Susan—Calorie Countdown ..... MCN
Dumas, Jerry & Mort Walker—*Sam and Silo ..... KFS
Dunagin, Ralph—Dunagin's People ..... FNS
Dunkel, Dick—Dick Dunkel's College Basketball Index ..... DSR
Dunkel, Dick—Dick Dunkel's College Football Index ..... DSR
Dunn, Bob & Hy Eisman—*Little Iodine ..... KFS
Dunn, Bob & Al Scaduto—*They'll Do It Everytime ..... KFS
Dunnell, Milt—Milt Dunnell ..... TSS
Dunning, David & Sally Wilson—G.R.A.B. ..... DUN
Dupuis, Francois—Report From France ..... INW
Durkee, King—Strictly Classical ..... CNS
Durkin, Mary S.—Nature's Kitchen ..... UFS
Durslag, Melvin—Durslag Sports Column ..... KFS
Dvorak, John C.—Personal Computing ..... TAG
Dvorak, John—Small Business Tips ..... TAG
Dwyer, Dr. Johanne & Dr. Jean Mayer—Food For Thought ..... CTN

E

Eaker, Lt. Gen. Ira. C.—National Secunty Affairs ..... LAT
Earley, George—Science Fiction Bookshelf ..... TWN
Eastman, Dave—Carmichael ..... LAT
Edgington, Frank, Nick Dallis & Marvin Bradley—Rex Morgan M.D. ..... FNS
Edman, Lou—Lou Edman Describes ..... EDM
Edwards, Dick—People's Voice ..... NWR
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Eichen, Carol—Apartment Modes ..... CNS
Eisinger, Larry—Energy Savers ..... CTN
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Eisman, Hy & Bob Dunn—*Little Iodine ..... KFS
E. K.—You're The Detective ..... BAL
Elia, Eddy—Pisces ..... CNS
Elderman, Roy and Susan Wyatt—Elderman ..... MCF
Ellie & David—Teenage Corner ..... TEE
Ellingson, Steve—Do-It-Yourself ..... MNF
Ellingson, Steve—Patterns For Better Living ..... UB
Ellis, Merle—The Butcher ..... CHR
Elrod, Jack—The Ryatts ..... FNS
Emerson, Walter—Art Alive ..... TWN
Engel, Gertrude—Trudy Engel in Washington D.C. ..... LNI
Englehart, Bob—Cartoons ..... CNS
Engleman, Earl—Dot To Dot ..... SBP
Engelmayer, Sheldon & Robert J. Wagman—Energy-Environment Digest ..... NANA
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Erickson, Edward W., Ph.D.—The Energy Outlook ..... NPC
Ernst, Ken & Allen & John Saunders—Mary Worth ..... FNS
Ettenson, Herb, Editor—New York News Crossword ..... CTN
Ettenson, Herb, Editor—The Daily Crossword ..... CTN
Ettenson, Herb, Editor—The Sunday Crossword ..... CTN
Evans, Larry—Evans on Chess ..... CHE
Evans, M. Stanton—M. Stanton Evans Column ..... LAT
Evans, Rowland & Robert—Novak ..... FNS
Everett, Leah—Pets Pleasureful ..... DFS

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Fabun, Don—Futurethink ..... FET
Fagan, Kevin—Drabble ..... UFS
Falk, Lee & Fred Fredericks—*Mandrake The Magician ..... KFS
Falk, Lee & Seymour Barry—*The Phantom ..... KFS
Falkner, Dr. Frank—Young and Healthy Always ..... LAT
Farkas, E.—Self Defense For Women ..... OPS
Farley, Lin—Sexual Shakedown ..... ASI
Farmer, Eunice—Sew Simple ..... RTS
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Farrar, Margaret—Los Angeles Times Crossword Puzzle ..... LAT
Farris, J.—Cartoons By Farris ..... SBP
Faryon, Kathy—Patchwork and Quilting ..... CWF
Feiffer, Jules—Feiffer ..... FNS
Feinstein, Leonore—Medical Frontiers ..... CHR
Feld, Karen—Washington Whirl ..... FET
Fellows, Len & Allen Bragdon—Playspace ..... NYT
Fellows, Pat—Your Money ..... TSS
Felton, & Fowler—Felton & Fowler's Famous Americans You Never Knew Existed ..... FET
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Fernandez, Genevieve—Interior Decorating ..... UFS
Fett, George—Norbert ..... UFS
Fiarotta, Phyllis—The Leisure Craftsman ..... KFS
Ficklen, Herc—Editorial Cartoon ..... AVA
Ficklen, Herc—Lonely Heart ..... AVA
Ficklen, Herc—Out of Orbit ..... AVA
Fiebig, Jim—Senator Soaper ..... NANA
Fiebig, Jim—Senator Soaper ..... UFS
Fields, Huelan—Keeping Score ..... BAL
Fike, Elmer—Elmer's Tune ..... TWN
Finletter, J.—Miracle Gardening ..... SBP
Finletter, June—Star Interviews ..... SBP
Fischer, Ed—Ed Fischer Editorial Cartoons ..... MCN
Fischer, Kenard—Editorial Cartoons ..... WLS
Fischetti, John—Fischetti ..... FNS
Fischler, Stan—Inside Sports ..... TSS
Fisher, Douglas—Douglas Fisher Column ..... SUN
Fisher, Edwin—Toppix ..... CTN
Fitch, Jack—Ringaround Word Games ..... OPS
Fitzgerald, Jim—If It Fitz ..... LAT
Flattau, Edward—Our Environment ..... ART
Fletcher, Camp, Kavanagh—Bringing Up Father ..... KFS
Fletcher/Collins/Gould—Dick Tracy ..... CTN
Flynn, Jack—Short Stuff ..... TWN
Foley, Alan—Crosswords ..... SBP
Foley, B.—Arthawk ..... SBP
Folger, Franklin—The Girls ..... FNS
Forbes, Rosiland—Corporate Stress ..... DDS
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Ford, Gene—Wine & Liquor Uncomplicator ..... WCS
Forman, Tom & Templeton, Ben—Motley's Crew ..... CTN
Forman, Tom & Ben Templeton—Sporting Life ..... CTN
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Liney, John & Don Trachte—*Henry ... KFS
Linkert, Lo—Peter Panic ... SBP
Links, Marty—Emmy Lou ... UFS
Lintermans, Gloria—Looking Great ... JPS
Lipton, Marvin—Current Events ... TSS
Livingston, J.A.—Business Outlook ... FNS
Livingston, J.A. & Leroy Dubeck—Chess ... SPS
Locher, Dick—Locher ... CTN
Loebl, Jocelyn—Ask Almyra ... TWN
Lofton, Jr., John D.—John D. Lofton, Jr. ... UFS
Long, Dr. Robert C.—It's OK To Talk About Sex ... PRI
Long, Loretta—What's Bugging You ... FNS
Lord, Shirley—Shirley Lord ... FNS
Lord, William—Chef William Lord, The Chef's Kitchen ... CHK
Lovatt, Bruce—Bet Your Didn't Know ... RTS
Love, Judy—Stitchin Time (Knitting) ... NEA
Lowe, Janet—The Visible Woman ... CNS
Lowman, Josephine—Why Grow Old? ... RTS
Loyd, Gene—Now! ... RTS
Luce, Clare Boothe—One Woman's Voice ... PRI
Lucinda—Rated G ... NPS
Ludcke, George—It Could Be Verse ... LUD
Luetje, Carolyn—Your Preschooler ... DFS
Luft, Herbert G.—Our Film Folk ... JTA
Lund, Helen—Mature World ... TWN
Lurie, Ranan—Lurie ... KFS
Luther, Mary Lou—Clotheslines ... LAT
Lyman, Shelby—Chess Quiz ... BCF
Lyman, Shelby—Shelby Lyman on Chess ... BCF
Lynch, Jim—Press Passing ... HRS
Lynch, John P.—Political Perspective ... DFS
Lynde, Stan—Latigo ... FNS
Lynn, Richard—John Peter Zenger's Trial ... LYN
Lynn, Richard—The Sons of Liberty ... LYN

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MacDonald, Vicky—Off the Beaten Path ... BAL
Macklin, J.—Strange Destinies ... SBP
MacNelly, Jeff—MacNelly ... CTN
MacNelly, Jeff—Shoe ... CTN
Macpherson, Duncan—Macpherson Cartoons ... TSS
MacQueen, Kate—Common Cents ... CHR
MacVane, John—UN Report ... PCC
Maddox, J.—Pssst Cartoons ... SBP
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Maddox, Gaynor,—Maddox Column ... NEA
Mafuz, Lorry—Lorry's Gang ... DFS
Maglia, Louis—Mint Doodle ... AF
Magnuson, R.G.—What's Next? ... JPS
Magriel, Paul—Backgammon ... NYT
Mair, George—George Mair Column ... LAT
Majerski, Thomas—Growing Up Around The World ... TWN
Malder, Tom Von—Sounding ... TWN
Maleska, Eugene—Daily Crossword ... NYT
Maleska, Eugene—Sunday Crossword ... NYT
Malino, Emily—Design For People ... UFS
Manion, Marilyn—Marilyn Manion ... AMW
Mann, Horst—Mann About Town ... LNI
Mann, Roderick—Roderick Mann Column ... LAT
Manning, Russ—Star Wars ... LAT
Mantey, Bernie—News Picture Service ... MOG
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Margolius, Sidney—For The Consumer ... WNS
Margulies, Jimmy—Editorial Cartoon ... SF
Markham, Marcella & Dominic Poelsma—Old Is ... NYT
Marks, Dorothy—Washington Feedback ... WNS
Marlette, Douglas—Marlette's Editorial Cartoon ... KFS
Marshall, Chester Allen—Test Your Horse Sense ... CTN
Martin—Photoday ... SAW
Martin—PsychoEcology ... SAW
Martin, Charlie—On The Record ... NCF
Martin, Henry—Good News/Bad News ... CTN
Martin, Joe—Tucker ... FNS
Martin, Judith—Miss Manners ... UFS
Martin, Marian—Dress Pattern Features ... KFS
Martin, M.W.—Fact-O-Rama ... MAR
Martin, M.W.—Medicalia ... MAR
Martin, M.W.—Sign-O-Rama ... MAR
Martin, Ted—Pavlov ... UNP
Marzo, E.C.—Tigo Puzzles ... WAR
Mason, Dana—Animal Ad-Libs ... BAL
Masson, Walter—Down to Earth Gardening Features ... DTE
Matthews, Carol—Money Watch ... LAT
Matthews, Roberta—Home Life ... LAT
Matthews, Garrett—Just Supposin' ... RGA-DFS
Mattson, Marie—Tnp Tips ... MAT
Mauldin, Bill—Mauldin ... FNS
Maultsby, Mr. Maxie C., M.D.—Healthy Emotional Self-Defense For Parents ... HSA
Maurer, Linus—In The Beginning ... IPS
Maurice, Dick—Celebrities on the Couch ... CNS
Maver, Alan—Sports Cartoons ... KFS
Maxwell, Phyllis—Channel Chatter ... TWN
Maxwell, Rod—The Hawk ... PF
Mayer, Dr. Jean & Dr. Johanna Dwyer—Food For Thought ... CTN
Mayer, Nancy—The Male Mid-Life Crisis ... DDS
McArthur, Jack—Finance ... TSS
McCabe, Charles—The Fearless Spectator ... CHR
McCarron, Owen—Marvelous Fun & Games ... RTS
McCarthy, Abigail—One Woman's Voice ... PRI
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McCarthy, Eugene—Eugene McCarthy Column ... UNP
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McClellan, Diana—Ear On Washington ... CTN
McClendon, Sarah—Sarah McClendon's Washington ... IPS
McClure, Darrell—Read & Remember ... OPS
McCollam, James—Antique Furniture ... CNS
McCormack, Patricia—Woman's World ... UPI
McCormack, Patricia—Education Today ... UPI
McCormick, Tom & Lee Carroll—Our Boarding House ... NEA
McCourt, Art—Duffer ... FET
McCourt, Art—Office Frolics ... FET
McCulley, Jim—Racing ... PPC
McCullough, Ronald—Criss-Cross ... ARL
McDonald, Elvin—Plants in The Home ... KFS
McDonald, Jimmy—Sports Scene ... MCF
McFeatters, Dale—Strictly Business ... FNS
McGarrett, Michelle—Fun In The Kitchen ... RBN
McGarvey, Carol—Let's Ask The Cook ... RTS
McGinnis, Sonia—Astro Analysis ... MOR
McGinty, Brian—Judge For Yourself ... TWN
McGrory, Mary—Mary McGrory Column ... UNP
McGuire, Al—Energy Alternatives ... SCG
McGuire, Joanne—Antoinette & Cleopatra ... CNS
McIntosh, John & Jeff Millar—Nielsen ... UNP
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Mead, Thom—TV Mailbag ... CNS
Means, Marianne—Marianne Means' Washington ... KFS
Mehle, Aileen—Suzy Says ... CTN
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Meilach, Dona Z.—Creative Crafts ... CF
Meiselman, David I., Ph.D.—Monetary and Fiscal Affairs ... NPC
Melikov, Greg—Pilot Light ... RIS
Meltzer, Bernard—Meltzer on Real Estate ... FNS
Menninger, Dr. Walt—In-Sights ... UNP
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Merrell, Jesse H.—Religion and the Times ... MER
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Metz, Robert—Market Place ... NYT-NS
Meyer, Cord & Charles Bartlett—News Focus ... FNS
Meyer, John—Canadian Business Report ... TSS
Meyers, Carole Terwilliger—Weekend Adventures ... COP
Meyers, Norman G.—Rules of Golf ... MEY
Michaels, Ken—Biochart ... SUN
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Michels, Marcia—TV From A Woman's Viewpoint ... AMF
Michener, Ted—Michener ... SUN
Mii, Itsi—Record Levels ... MCF
Mikkelsen, Dahl—Ferd'nand ... UFS
Miko, Bob—Miko's Notebook ... MNS
Mikus, Ben—Ben Mikus ... WLS
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Millar, Jeff & Bill Hinds—Tank McNamara ... UNP
Millar, Jeff & Jon McIntosh—Nielsen ... UNP
Miller, Dick—Dick Miller New York, New York ... GAR
Miller, D.V.M., Dr. Frank—The Wonderful World of Animals ... CHR
Miller, Eugene—Your Medicare ... MLN
Miller, Frank—The Wonderful World of Animals ... KFS
Miller, Irma Ganz—Etc. & P.S. ... SA
Miller, Irma Ganz—Sports . . . Postpaid ... SA
Miller, Irma Ganz—Sport & Recreation ... SA
Miller, Irma Ganz—Soccer Shots ... SA
Miller, Jeff—Adventure Postpaid ... SA
Miller, R.A.—Better Bridge ... MLR
Milligan, Patsy—Olga Knows ... MLS
Milmoe, Eugene—Your Car ... LAT
Milner, Tom—Of Mice and Men ... DFS
Mindell, Earl—Know Your Vitamins ... IPS
Mink, Randy—Youth On the Go ... MIK
Misch, Robert J.—Eat, Drink & Be Merry ... WNS
Mitchell, Dr. Claude—Dear Dr. Mitchell ... FET
Mitchell, Craig—About Camping ... FET
Mitchell, Phyllis—Happier Living ... MIT
Mitchell, Phyllis—Phyllis Mitchell's Column ... MIT
Mitchell, Phyllis—Your Life and Mine ... MIT
Mockridge, Norton—Norton Mockridge ... UFS
Moffitt, Larry—For The People ... NWR
Moldvay, Albert—Your Photos ... LAT
Molloy, John T.—Dress For Success ... NYT
Moon, Ben L.—Just For Kids ... MNC
Moor, Rev. N.R.H.—Faithfully Yours ... MCF
Moore, Foster—Gumdrop ... UFS
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Moreno, Pedro R.—Cartoonology ... UCS
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Moreno, Pedro R.—Lynette the Angel ... UCS
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Morris, Milt—Editorial Cartoon ... APN
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Moskowitz, Milton—Milton Moskowitz Column ... LAT
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Nagan, Peter—Peter Nagan Column ... NHN
Naida—I Like You Because ... DFS
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Naylor, J.—Astrology ... SBP
Neilan, Edward—Asia Memo ... CNS
Nelson, James B.—The Part Time Gardener ... FNI
Nesoff, Bob—Camping All Year Round ... MCN-GSM
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Nettleton, Ida—A Problem Today ... SBP
Newgate, J. Baxter—National Challenge ... CTN
Newman, Dr. Robert C.—For Women Only ... UFS
Nickens, Frank—Otto Sez ... HPS
Nicklaus, Jack—*Play Better Golf with Jack Nicklaus ... KFS
Nidetch, Jean—Thinking Slim ... SF
Niekarz, Tom—Do Your Own Thing ... UB
Nigh, Dr. Ed and Stark Research Co.—The Formula ... UNP
Nightingale, Gay—Indoor Gardening ... ITP
Nobbe, George—Real World ... KFS
Nobile, Philip—Uncommon Conversations ... UNP
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Nomides, Leon—Icarus ... MCF
Norris, Paul—*Brick Bradford ... KFS
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Noskiddie, Adrian—Wish I'd Said That ... DFS
Novak, Michael—Illusions & Realities ... UNP
Novak, Robert & Roland Evans—Inside Report ... FNS
Nugent, Art—Funland ... UFS
Nussbaum, Martin—Computer—Friend or Foe ... TWN
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O'Brien, Richard & Mort Gerberg—Koky ... CTN
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O'Flaherty, Terrence—Assignment: Television ... CHR
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Olderman, Murray—Just Ask Murray Olderman ... NEA
Olderman, Murray—Olderman's Features ... NEA
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Oliphant, Pat—Pat Oliphant Cartoon ... LAT
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Olshan, Mort—The Gold Sheet College Basketball Forecast ... MOS
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Olshan, Mort—The Gold Sheet Pro Basketball Forecast ... MOS
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Omarr, Sydney—Astrological Forecast ... LAT
O'Reilly, Don—Dateline: Detroit ... AU
O'Reilly, Don—Inside Auto Racing ... AU
O'Reilly, Don—Motorcade USA ... AU
Orben, Robert—Orben's Comedy Fillers ... COC
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O'Riordan, Dr. William—Emergency Medicine ... IPS
Orloff, Ed—Here Tomorrow ... CRO
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Osborne, Robert—On Location ... HRS
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Palmer, Arnold—Palmer Method ... UFS
Palmer, Arnold—Tips From The Tour ... UFS
Palmer, Gary—The Coin Box ... CNS
Palmer, John & Jack Waugh—Crime Report ... FET
Palmer, Paige—Fashion' 'n Figure ... FAS
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Paquin, Jo—Premier Crossword Puzzles with Cryptoquips ... KFS
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Patterson, Louise—Good Buys: What, Where, When ... TWN
Patterson, Rob—Sounds ... NEA
Patterson, William—The Pet Parade ... PET
Paul, Jan—Around the House With Jan Paul ... PAU
Paulus, John Douglas—On The Other Hand ... MCF
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Paulus, Mid—Book Marks ... MCF
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Paulus, Mid—Beautiful Homes ... MCF
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Payne, Dee—Calorie Conscious Cook ... FET
Pederson, Kern—Color This ... SM
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Pennington, Ron—Curtain Calls ... HRS
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Peterman, Gary & Roger Bollen ... CTN
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Petti, M., M.D. & Jud Hurd—Health Capsules ... UFS
Philcox, Fred—Would You Believe . . . ? ... CDF
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Plagenz, George—Things That Matter ..... UFS
Poelsma, Dominic & Marcella Markham—Old Is ..... NYT
Poet, Bob—Ad-Ribs ..... RIS
Poinier, Art—Art Poinier ..... UFS
Polk, M.D. Irwin J.—Man And Medicine ..... PAG
Pollan, Clay—Star Gazer ..... MCN
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Pollan, Clay—Horoscope ..... MCN
Porter, McKenzie—McKenzie Porter Column ..... SUN
Porter, Sylvia—Your Money's Worth ..... FNS
Posner, Jack—Capitol Comedy ..... POS
Post, Elizabeth—Doing The Right Thing ..... CTN
Post, Howard—Dropouts ..... UFS
Potter, Bill—Woody's World ..... UFS
Pound, Gomer—America's Songbag ..... WLS
Power, Al—Sports Quiz Cross ..... YPI
Power, Dr. Lawrence—Food & Fitness ..... LAT
Powers, Bob—Moneypavers ..... CCM
Prentice, John and Fred Dickenson—*Rip Kirby ..... KFS
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Preston, Charles—Quote-Acrostic ..... LAT
Price, Elanor—All About Pets ..... LAT
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Prinkey, John—Cancer Simplified ..... FSF
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Qazi, Mahmood Ahmed—Flower of Baqauli ..... PAK
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Queen, Alan—Scientific Topics ..... PWF
Queen, R.I./B.A.—Education ..... PWF
Queen, Robert I & B.A.Queen—Spot News Features ..... PWF
Quincy—Our Ancestors ..... SF
Quinn, Jane Bryant—Staying Ahead ..... WPW
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Quintanilla, Dr. Jaime—Parent's Corner ..... TWN

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Radl, Shirley—This Mothering Thing ..... TWN
Raduta, Henry & Max Bibber—Winnie Winkle ..... CTN
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Rafferty, Max—Max Rafferty Column ..... LAT
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Ranovic, Al—Sportsworld ..... DFS
Rainovic, Al—Sport Spot ..... RGA-DFS
Ramos—*Spanish Crossword Puzzle ..... KFS
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Randall, Carter—Carter Randall Column ..... MIA
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Raskin, Lee—Sports Medicine ..... FET
Raspberry, William—William Raspberry Column ..... WPW
Rawls, S.C.—Scrawls Cartoons ..... NEA
Raymond, Jim—Dean Young—*Blondie ..... KFS
Read, Peggy—Food ..... EPS
Reagan, Ronald—*Ronald Reagan ..... KFS
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Reed, John—Michael—Tune In Tomorrow ..... UFS
Reed, Rex—Rex Reed ..... CTN
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Reed, Tom—Record Rap ..... WOR
Reeves, Richard—Richard Reeve's Column ..... UNP
Rehns, Charles—Aid For the Handicapped ..... REH
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Reitz, Jim—Things Your Mother Never Taught You ..... UNP
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Revel, Chase—Inside Small Business ..... LAT
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Rhoades, Judith G.—You & Your Money ..... CNS
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Riblet, Carl, Jr.—Isn't It The Truth ..... INO
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Rice, Joe—Pee Wee's Pencil ..... CNS
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Ridgeway, Frank & Ralston Jones—*Mr. Abernathy ..... KFS
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Righetti, Robert—BOOKMARK ..... BAL
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Righter, Carroll—Carroll Righter Horoscope ..... MCN
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Robinson, Jerry—Flubs & Fluffs ..... CWS
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Robinson, Robin—Robin's World ..... PRI
Roche, John P.—A Word Edgewise ..... KFS
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Rockmore, Milton—How To Make Extra Money in Your Spare Times ..... UNP
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Rodewalt, Vance—Editorial Cartoons ..... MIL
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Rogers, Dick—Johnny Wonder ..... UFS
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Rogerson, Cliff—Tee Vee Laffs ..... UFS
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Ryan, Leo—Dateline: Paris ..... NANA
Ryan, Steve—Puzzle Cards ..... CNS
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Ryan, Tom K.—Tumbleweeds ..... UFS
Ryan, William L.—William L. Ryan ..... NANA
Rywck, Charles & Martin Gould—Stage Reviews N.Y. ..... HRS

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Sabry, Zak—Nutrition Matters ..... TSS
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Sagarin, Jeff—Jeff Sagarin's Computer Sports ..... INR
Sagendorf, Bud—*Popeye ..... KFS
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Careers—3tw-450-man/C12/ocra/P199/DF/DNS/mail-Joyce Lain Kennedy ..... SFI
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Contemporary Living—3tw-500-man/C12/wire/DNS/DF-Letitia Baldridge ..... LAT
Coping Creatively—1tw-200/300-orp ..... TAJ
Coping With Alcohol and Drug abuse—1tw-500-orp-Cliff Ketchum ..... TWN
Crutches—Cane—Wheelchair—1tw-300-man-mail-George Alderson ..... ALD
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Dear Astrid—1tw-450-mim-mail—Astrid Carson ..... CF
Dear Debbie—wknd-400-c-rdy—Deborah White ..... MCN
Dear Dr. Mitchell—1tw-600-man—Claude Mitchell, M.D. ..... FET
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Collectors' Corner—1tw-500-C12-orp-Ken Richardson ..... CMF

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3—AUTOMOTIVE

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Celebrities Speak—1tw-qpt-orp-ill—Misc. Authors ..... OPS
Collector Corner—m-500-man—Rees Warren ..... DAY
Dateline: Detroit—1tw-500-man—Don O'Reilly ..... AU
Driver's Seat—1tw-500-man-C12/ocra/P199-mail-wire/DF/DNS—Robert W. Irwin ..... NANA
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Motorcade USA—1-tw-500-man—Don O'Reilly ..... AU
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Novice Auto Mechanic—w-250-orp—A. House ..... SBP
On Wheels—1tw-500-man—Michael Lamm ..... OWS
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The Gas Pump—1tw-11x4"-orp—K. Keene ..... CSP
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4—BRIDGE: BACKGAMMON: CHECKERS: CHESS

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7—BUSINESS-FINANCIAL-LEGAL-REAL ESTATE

A Good Book To Read —d/w-500-man —Martin J. Ross ..... LAW
A Problem Today (Math Problems) —1tw-150-orp —Ida Nettleton ..... SBP
About Real Estate —1tw-550-mail/C12/DF/DNS —Don Campbell ..... RTS
Advertising Basics —1tw/600-m/1,000-man —Hal Betancourt ..... BET
Advice To The Taxlorn —w-600-orp-man —Jacob Smith ..... INO
Antiques —S-850-C12/igp/DF —Lita Soks-Cohen ..... ART
At The Office —2tw-600/800-xerox-man-mail —Barbara Burtoff ..... BAB
Brainstorms 'n B.S. —1tw-200/300-orp —Bernie Sims ..... TAJ
Business —1tw/m/ind-var-man-DF/DNS-c-rdy ..... FA
Business and the Stock Market —1tw-600-man — Babson Staff ..... PFB
Business Articles —cont-var-man/igp —Arthur S. Green ..... GRE
Business Outlook —sw-var-mim —J. A. Livingston ..... FNS
Business Today —d-var-wire —Staff ..... UPI
Business in Review —1tw-var-wire —Staff ..... UPI
Business Wire Newsletter —m-800-8½x11"-mail-man ..... BUS
Buy Right —1tw-550-igp-C12/DF/DNS/mail —Arthur Darrack ..... RTS
Canadian Business Report —5tw-var-man —John Meyer ..... TSS
Careers —3tw-450-man/C12/ocra/P199/DF/DNS/mail — Joyce Lain Kennedy ..... SFI
Carrier-Toons —S-1/6ps/1/6pt-orp-mail —Chick Larsen ..... UFS
Carter Randall Column —S-800-ocr —Carter Randall ..... MIA
Cash News —1tw-500-orp —G. Douglas Hafely, Jr. ..... TWN
Coinversations with R. Winston Harris —1tw/m-800-man-igp —R. Winston Harris ..... COI
Computer—Friend or Foe? —1tw-500-orp —Martin Nussbaum ..... TWN
Creative Home Crafts —S-450-C12/igp/DF —Meredith Corporation ..... ART
Cut Your Own Taxes And Save —sea-var-orp/mail/C12/P199/ wire/DF/DNS/tape/id —Ray De Crane ..... NEA
Daily Investor —5tw-600-wire/DF/DNS-man-mail-orp-C12/P199 — Don G. Campbell ..... UFS
Daily Stock Market Chart (short term trend) — d-5tw-orp-ill —Charles E. Carden ..... STO
Dan Dorfman Column —2tw-750-th/1,250-S-C12/DF/DNS/KNT/mail —Dan Dorfman ..... CTN
Easy Tax Tips —5tw-400-mail —George Watson Smith ..... IPS
Economic Analysis —1tw-800-wire —Leonard Silk ..... NYT-NS
Economic Impact —2tw-750-mim-wire —Hobart Rowen ..... WPW
Everybody's Business —2tw-1,500-ocra-orp-man — John Douglas Paulus ..... MCF
Executive Etiquette —1tw-600-man —Jeffrey Burger ..... FET
Family Lawyer —S-600-man —Gary A. Krimstock ..... GME
Finance —5tw-400-man —Jack McArthur ..... TSS
First Aid For The Ailing House —4tw-500-wire/DF/DNS-mail-man-C12/P199-id —Roger Whitman ..... UFS
G.R.A.B. —1tw-22x5"-orp-ill-mail — David Dunning/Sally Wilson ..... DUN
Homing In —w/cont-300/800-mail-xerox —Donald A. Stanford ..... HI
House Calls —1tw-800-man —Edith Lank ..... RHC
House Plans —1tw-750-orp-mail-id —Gerry Bishop ..... UFS
How Creative Are You? —1tw-500-man-mail —Whitt N. Schultz ..... KNF
How To Be A Successful Manager —1tw-500-man-mail — Whitt N. Schultz ..... KNF
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How-To Business Articles —1tw-500-man-mail —Whitt N. Schultz ..... KNF
How To Communicate Skillfully! —1tw-500-man-mail — Whitt N. Schultz ..... KNF
How To Develop Success Habits —1tw-500-man-mail — Whitt N. Schultz ..... KNF
How To Develop Your Potential —1tw-500-man-mail — Whitt N. Schultz ..... KNF
How To Improve Your Letterwriting Skills —1tw-500-man-mail —Whitt N. Schultz ..... KNF
How To Make Extra Money In Your Spare Time — 1tw-600-C12/DF/DNS —Milton Rockmore ..... UNP
How To Manage Stress Successfully —1tw-500-man-mail — Whitt N. Schultz ..... KNF
How To Motivate Yourself —1tw-500-man-mail — Whitt N. Schultz ..... KNF
How To Save Time —1tw-500-man-mail — Whitt N. Schultz ..... KNF
How To Sell Successfully By Mail —1tw-500-man-mail — Whitt N. Schultz ..... KNF
How To Solve Your Problems —1tw-500-man-mail — Whitt N. Schultz ..... KNF
How To Think Creatively —1tw-500-man-mail — Whitt N. Schultz ..... KNF
How's Business? —1tw-300-man —Babson Staff ..... PFB
In The Pits —1tw-450-tel/DF —Phil Stetz ..... ART
Inside Labor —5tw-700-ocr-wire-mail —Victor Riesel ..... FNS
Inside Small Business —1tw-800-man/C12 —Charles Revel ..... LAT
Insurance For Consumers —d-500-orp —Dave Goodwin ..... GWN
Investors' Guide —5tw-600-ocra-orp-DF/DNS —William A. Doyle ..... KFS
Janeway Economic Service —2tw-800-C12/P199/DF/DNS/mail — Eliot Janeway ..... CTN
Janeway Q&A —5tw-500-C12/P199/DF/DNS/mail —Eliot Janeway ..... CTN
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Knight News Wire —7tw-var-wire/DF/DNS/igp ..... CTN
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Law Briefs For Business —d/w-500-man —Martin J. Ross ..... LAW
Law For Laymen —1tw-500-orp —Jay Dee, J.D. ..... TWN
Lawyer's Viewpoint —1tw-500-man —J. Ritter ..... LEG
Legal Briefs —d-200-man —Ritter & Levine ..... LEG
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Look & Learn (Educ.) —1tw-150-orp —Annie Sanders ..... SBP
Louis Rukeyser Column —3tw-600-man-DF/DNS —Louis Rukeyser ..... MCN
Managing Your Family's Money —2tw-550-C12/DF/DNS/mail — Merle Dowd ..... RTS
Medicine and the Law —1tw-300-mail —Neil Chayet, J.D. ..... IMTS
Meltzer on Real Estate —1tw-750-ocr-wire-mail —Bernard Meltzer ..... FNS
Milton Moskowitz Column —3tw-600-man/C12 — Milton Moskowitz ..... LAT
Mind Your Money —2tw-ocr-wire —Peter Weaver ..... KFS
Money Matters —3tw-500-orp —Dave Goodwin ..... GWN
Money Matters —1tw-500/700-C12/orp/mail/DF/DNS — Various Authors ..... CNS
Money Talks —1tw-var-orp —Tom Anderson ..... AMW
Money Watch —3tw-500-man/C12/wire/DNS — Carol Mathews ..... LAT
More For Your Money —1tw-400/20x7"-orp/igp-mail — Mike LeFan ..... LEF
More For Your Money Fillers —m-2,000/var-man/mail — Mike LeFan ..... LEF
Mutual Funds —1tw-600-wire/DF/DNS-man-mail-orp-C12/P199 — Don G. Campbell ..... UFS
My Success Story —1tw-500/1000-orp —Various Authors ..... SBP
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Open House —1tw-550-orp-mail/DF/DNS —James Woodard ..... CNS
People and Problems —d/w-500-man —Martin J. Ross ..... LAW
Personal Computing —1tw-600-ocra-orp —John C. Dvorak ..... TAG
Peter Nagan Column —2tw-600-wire/DF/DNS —Peter Nagan ..... NHN
Point Of Law —6tw-200-man —Ritter & Levine ..... LEG
Read & Remember —1tw-150-orp —Carrell McClure ..... OPS
Real Estate —1tw-300-20x6½"-orp —Chris White ..... BAL
Real Estate —Book Review —1tw-350-mim/C12 — Robert J. Bruss ..... REF
Real Estate Law and You —1tw-350-mim/C12 — Robert V. Bruss, J.D. ..... REF
Real Estate Mailbag —d/S-800-mim/C12 —Robert J. Bruss ..... REF
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Running A Vegetarian Restaurant —occ-ps/1,500-mail — Victoria Sinclair ..... AST
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Small Business Tips —1tw-600-orp-ocra —John C. Dvorak ..... TAG
Small Business World —1tw-500-man —Jules N. Draznin ..... DRA
Smart Chart —6tw-10 x 3"-orp —Herb Stansbury ..... LAT
Staying Ahead —2tw-750-mim-wire —Jane Bryant Quinn ..... WPW
Stock Charts —5tw,w,m-var-wire ..... UPIN
Stock Of The Week —1tw-300-min —Electronic Evaluator ..... CTN
Stock Price Forecast —w-xerox —Frederick G. Gahagan ..... GHR
Successful Investing —5tw-500-man — David R. Sargent ..... LAT
Sunday Stock Market Chart (long term trend) — s-orp-ill-3c6"-man —Charles E. Carden ..... STO
Talking Point —5tw-500/700-wire —Various ..... REU
Tax Clinic —m-1500-man —Mark E. Battersby CLI
Tax Tips —1tw-250-P199 —Mark Stevens ..... STE
Tax Week —1tw-800-man —Mark E. Battersby CLI
Test Yourself —d/w-500/750-orp-ill —Jane Sherrod Singer ..... SBP
The Carden Report —S-350-man-ill —Charles E. Carden ..... STO
The Christian Science Monitor News and Photo Service — 5tw-var-igp/orp/mail/C12/DF/DNS ..... RTS
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The High Road To Business —2tw-2c12"/4c12"/350/400-mim — Charles Rehns ..... REH
The Law Brief —d/w-500-man —Martin J. Ross ..... LAW
The Law Clinic —d/w-500-man —Martin J. Ross ..... LAW
The Lawyer Says —6tw-hps/pt/sup-orp/mail —Kenneth Richey ..... RBN
The Legal Way —1tw-550-orp-mail/DF/DNS —Edward Demson ..... CNS
The Los Angeles Times Board of Economists — 1tw-800-man/C12/wire/DF ..... LAT
The Los Angeles Times/Washington Post News Service — d-var-wire/DF/DNS ..... LTWP
The Market Day By Day (short term trend) —d-5tw-orp — Chart by Carden ..... STO
The Northern Prospective —1tw-900/1000-C12-DF-mail — Michael J. McManus ..... MCM
The Practical Investor —1tw-750-man —Eric Schaefer ..... SCE
The Week In Finance —1tw-900-wire —Tom Mulaney ..... NYT-NS
The World of Real Estate —1tw-400-man-orp — Howard Shonting ..... RER
Trade Winds —d-man-C12/ocra/P199-mail-wire/DF/DNS — Lou Schneider ..... NANA
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You And Your Money —1tw-650-orp-mail/DF/DNS — Judith Rhoades ..... CNS
You Be The Judge —d-150-man —Ritter & Levine ..... LEG
Your Farm Taxes —1tw-800-man —Mark E. Battersby CLI
Your Money —5tw-500-man —Pat Fellows ..... TSS
Your Money's Worth —5tw-600-ocr-wire-mail —Sylvia Porter ..... FNS
Youth and The Law —1tw-500/600-orp/mail — Norman Elliot Kent ..... SPI

8—CARTOONS AND PANELS

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An Astrological Guide To Buying A New Car—occ-1,500-id/mail—Marian Futterman/Joanne C. Jarvis ... AST
Apple Pie—1tw-2c x 4"-orp—David Boyd & Gus Wood ... MOR
Arnaki—3tw-spv-ocra—Aspro Coolidge ... MCF
Arnie—1tw-ps-orp-ill—Arne Stockholm ... SBP
As You Were—6tw-21 x 4½"/13 x 2⅞"-orp—Jim Baker ... PIO
Auto Album—1tw-200/300-ocra-mail-man-C12/P199-id—Tad Burness ... UFS
***Barbs & Brickbats**—1tw-var-orp—Owen or Allen Richardson ... DFS
Beautiful!—d-14 x 31¼"/10.6 x 3"/9 x 2"-orp—Barbara Jones/Charles Bowen ... AF
Belvedere—d-2c-orp—George Crenshaw ... FNS
Ben Wicks Cartoon—6tw-11 x 3¼"-orp—Ben Wicks ... SUN
Benchwarmer's Sports Trivia—3tw-2c-orp/mail—Bob Alexander ... CNS
Best Cartoons From Europe—d/w-var-orp—Various Cartoonists ... SBP
Big Feet—5tw-3¾ x 4¾-orp-mail—Pedro R. Moreno ... UCS
Big George—dS-d/1c/2c-S/tps/hpt/qph-orp—Virgil Partch ... FNS
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Blockheads—6tw-10 x 12"-orp-mail—John Gile ... RTS
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Calman—d-1c/2c-orp—Mel Calman ... FNS
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Car Cartoons—1tw-var-orp/ill—Various Artists ... SBP
Carmichael—6tw-10 x 5"-orp—Dave Eastman ... LAT
Carnival—S-tps-hpt-orp-mail—Dick Turner ... NEA
Cartoon—1tw-20 x 3"-orp—Ronald Boerem ... BAL
Cartoonmix—qt-1c/2c-var/ps-orp ... CWF
Cartoons—1tw-var-orp—Various Artists ... AMW
Cartoons By Farris—w-var-panels-orp/ill—J. Farris ... SBP
Celebrity World—1tw-2c3¾"-orp—Bill Murray ... MFS
Charmers—dS-d/1c/2c-S/hps/tps/qph-orp—Hallmark ... FNS
Ching Chow—d-11 x 2¾"-orp—Henri Arnold ... CTN
Citizen Smith—6tw-21 x 2¼"-orp-mail—Dave Gerard ... RTS
Clip-A-Tip—d-orp—Elton Dorval ... TWN
Color The Drawing—dwS-ps-orp-ill—W. Trag ... OPS
Cornflakes—1tw-37½ x 2¼"-orp-mail—Nellis Johnson ... SF
Cowpokes—S-2c/3c-mat-orp—Ace Reid ... COW
Crazy Capers—6tw-10½ x 2"-2½"-orp-mail—Various ... CF
Dennis The Menace—dS-d/2c-S/hps/tps/pt/qph-orp—Hank Ketcham ... FNS
Did You Know That (Facts)—1tw-S-ps-orp-ill—F. Treadgold ... SBP
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Editorial Cartoon—d-31 x 6¼-mail/orp—Milt Morns ... APN
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Fascinating Earth—dS-2c-orp/mail—Dr. Phil Seff/David Baer ... CNS
Fenwick—6tw-19 x 3½"-orp-mail—Mal Hancock ... CHR
Figleaves—1tw-6tw-43 x 2½"-orp—Greg Curfman ... WLS
Find The Errors (Puzzle)—wS-ps-orp—F. Hayes ... SBP
Finish The Picture Puzzle—wS-ps-orp/ill—W. Trag ... SBP
Flashback Calendar—dS-11 x 1¼"-orp ... AF
Fletcher, The 4-Wr—1tw-1⅞" x 3"-mat-orp—Joe E. Buresch ... JEB
Flubs & Fluffs—6tw-21 x 4½"-orp—Jerry Robinson ... CWS
Fluffhead—desS-29 x 5" Panel/42 x 2" strip-orp—Jacques Boivin ... MIL
For Pete's Sake—1tw-20 x 3¼"-orp—Robert Righetti ... BAL
Foreign Strips (Cartoons)—d/w-var-orp-ill—Various Artists ... SBP
Fun & Games Picture Puzzles—1tw-S-ps-orp—W. Trag ... SBP
Funny Business—d-21 x 4½"-orp-mail—Roger Bollen ... NEA
Funnyside—1tw-23 x 4"-orp—Various Contribs ... CSP
Garyland—6tw-19 x 13½"-orp-mail—Gary Larson ... CHR
George & Jacques—desS-29 x 5" panel/42 x 2" strip-orp (also in French & English/French)—Adrian Raeside ... MIL
Geriatrix—1tw-2c-orp-mail—Paul Norris/Lyle Swigart ... CNS
Global Humor—1tw-xerox/mail ... AWP
Good News/Bad News—d-21 x 3½"-orp—Henry Martin ... CTN
G.R.A.B.—1tw-22 x 5"-orp-ill-mail—David Dunning/Sally Wilson ... DUN
Grass Roots—d-orp—Albert Wetzel ... TWN
Graffiti—6tw-1c3¼"-orp ... MCN
Grin-A-Bit—d-14 x 1"/18 x 1⅜"-orp—John Broudhecker ... AF
Grin & Bear It—dS-d/2c-S/hps/tps/pt/hpt/qph/sph-orp—George Lichty/Fred Wagner ... FNS
Guindon—6tw-21 x 4"-orp—Richard Guindon ... LAT
Gumdrop—d-21 x 3½"-orp-mail—Foster Moore ... UFS
***Hazel**—d-2c-orp—Ted Key ... KFS
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It's A-Maze-Ing—w-ps-orp/ill—F. Treadgold ... SBP
Jest For Laffs—d-orp—Audie Bransford ... TWN
Jest For Laughs—1tw-31 x 5"-orp—Paul Fung Jr. ... SM
Juvenile Picture Crosswords—w-ps-orp/ill—W. Tragg/E. Engleman ... SBP
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Kid Stuff—d-orp—Charles Wible ... TWN
Krass & Bemie—1tw-ps-orp-ill—G. Trosley ... OPS
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***Laugh Time**—d-2c-opr—Bob Schroeter ... KFS
Life In the Suburbs—1tw-20 x 3¼"/31 x 4"-orp—Al Smith ... SM
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Living—1tw-20-3¾"-orp—Hal Holland ... SM
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Longstretch—d-orp—Harry Schwalb ... TWN
Love Is . . .—6tw-10 x 3½"-orp—Kim Grove ... LAT
Lynette The Angel—5tw-3¾ x 4¾"-orp-mail—Pedro R. Moreno ... UCS
Madge The Badge—d-orp—Al Liederman ... TWN
Marmaduke—dS-21 x 4"-hps/tps/qps/pt/hpt-orp-mail—Brad Anderson ... UFS
Mazes—1tw/S-ps-orp—Various Artists ... SBP
MD—1tw-1c2"-orp—James Whatley ... ITP
Moreno's Cartoons—5tw-3¾ x 4¾-orp-mail—Pedro R. Moreno ... UCS
Mr. Tweedy—6tw-21 x 4½"-orp—Ned Riddle ... LAT
Murphy's Law—d-10.6 x 2¼"-orp—Nick Frising ... AF
My Grandma—6tw-1c-orp—Donna Scott ... KFS
Noodles—1tw-9½ x 3¼"-orp—Robert Righetti ... BAL
Off The Record—dS-hps-tps-qps-sph-pt-hpt-21 x 2¼"-orp/mail—Ed Reed ... RTS
Office Frolics—1tw-mail—Art McCourt ... FET
Old Is—d-22 x 7"-orp—Marcella Markham/Dominic Poelsma ... NYT
Olderman Cartoons—occ-var-orp-mail—Murray Olderman ... NEA
One For The Road—w-1c2"/2c4"-mail-orp—Ken Pederson ... TWN
Our Ancestors—1tw-19x4½"-orp-mail—Quincy ... SF
Our Boarding House—d-21x3¾"-orp;S-hps-tps-qps-pt-hpt-orp-mail—Les Carrol & Tom McCormick ... NEA
Our Parish—1tw-orp—Margaret Ahern ... NCF
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Outdoor Mini-Tips—1tw-1⅞" x 3"-mat-orp—Joe E. Buresch ... JEB
Pavlov—6tw-2c-orp—Ted Martin ... UNP
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Pocket Cartoons—d-var-orp—London Daily Mirror ... ITP
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Pot Shots—d-21 x 2⅞"-orp—Ashleigh Brilliant ... CTN
Psst Cartoons—1tw-var/panels-orp-ill—J. Maddox ... SBP
Puzzles Just For You—w/S-ps-orp-ill—Earl Engleman ... SBP
Quazar The Warrior—d-orp—Tom Delevett ... TWN
***Queenie**—d-1c/2c-orp—Phil Interlandi ... KFS
Religious Drawings—1tw-21½ x 4⅜"-orp/mail—Jack Hamm ... REL
Return With Us To—3tw-2c-orp/mail—Don Sherwood ... CNS
***Ripley's Believe It Or Not!**—dS-d/2c-S/tps/hpt/qph-orp ... KFS
Ripley's It Happened In Canada—6tw-2cx3½"-orp—Gordon Johnston ... TSS
Science Quiz—w-ps/ill-orp—F. Treadgold ... SBP
Shortstuff—d-orp—Jack Flynn ... TWN
Side Glances—d-21 x 4½"-orp-mail—Gill Fox ... NEA
Sign-O-Rama—5tw-2c4"-1c¾"-orp—M. W. Martin ... MAR
Small Shots—dS-20x4"-orp—Bill Johnson ... RIS
Smart Chart—6tw-10x3"-orp—Herb Stansbury Jr. ... LAT
Speck—1tw-orp—Margaret Ahern ... NCF
Sporting Life—d-21x4½"-orp—Ben Templeton/Forman ... CTN
Sports File—d-orp—E.V. Abrahamian ... TWN
Sports Spot—1tw/cont-var-orp—Al Rainovic ... DFS-RGA
StatusQuo—6tw-3 1x6"-xerox—Charles Wible ... LYN
Strictly Business—d-1c/2c-orp—Dale McFeatters ... FNS
Suburbia—1tw-9½ x 3¼"-orp-mail—Don Raden ... SF
Sugar—d-orp—Robert Gill ... TWN
Sunday Laughs—1tw-ps-orp-ill—Paul Swede ... SBP
Super Shrink—d-orp—Dr. Edward Stark ... TWN
Tee Vee Lafts—d-10x2½"-orp-mail—Cliff Rogerson ... UFS
The Better Half—dS-21x2¼"-tps-qps-sph-pt-hpt-orp-mail—Vinnie Vinson ... RTS
The Bosleys—S-tps/hpt-orp-mail—John Stees ... UFS
The Byrds—6tw-1cx3"-orp—Vance Rodewalt ... TSS
The Cartoon Kitchen—1tw-var-mail-orp—Larry Gonick ... WCS
The Country Parson—6tw-10x12"-orp-mail—Frank Clark ... RTS
The Country Parson—1tw-11x2½"-orp—Frank Clark ... SM
The Family Circus—dS-21x2¼"-tps-qps-hpt-orp/mail—Bill Keane ... RTS
The Girls—d-1c/2c-orp—Franklin Folger ... FNS
The Kids—1tw-1⅞" x 3"-mat-orp—Joe E. Buresch ... JEB
The Last Word—d-orp—Fred Surace ... TWN
***The Little Woman**—dS-d/1c/2c-S/tps/hpt—Don Tobin ... KFS
***The Lockhorns**—dS-d/2c-S/tps/hpt-orp—Bill Hoest ... KFS
The Pet Set—d-21x4¾"-orp—Doug & Jean ... BOR
The Skipper—d-orp—Ron Stanfield ... TWN
There Oughta be A Law—dS-33½x4"-hps/tps/qps/pt/hpt-orp-mail—Warren Whipple and Frank Borth ... UFS
***They'll Do It Every Time**—dS-d/2c-S/hps/tps/pt-orp—Bob Dunn & Al Scadutto ... KFS
Thinking Slim—1tw-500-orp-mail—Jean Nidetch ... SF
This Funny World—6tw-2c3⅞"-orp—Various Cartoonists ... MCN
This Is Sport—1tw-20x4½"/11x2½"-orp—Court Alderson ... SM
Thoughts of Man—d-1c-10x2⅞"/1½c-14x4"-orp—Jim Ivey & Wm. Summers ... CTN
Those Browns—6tw-2cx3¾"-orp-mat—Bill Murray ... MFS
Tid-Bits—d-orp—Charles Dennis ... TWN
Time Out—d-1c/2c-orp—Jeff Keate ... FNS
Today Is The Day—d-3c5"-orp ... ITP
Today's World—d-1c/2c-orp—David Brown ... KFS
Toppix—d-21x4½"-orp—Edwin Fisher ... CTN
Trim's Arena—6tw-2c-orp—Hal Trim ... UNP
Trivia Teasers—1tw-23½x4¾"-orp-mail-id—Gene Herndon ... UFS
***Trudy**—dS-d/2c-S/tps/hpt-orp—Jerry Marcus ... KFS
Truth (Facts)—1tw/S-ps-orp-ill—Paul Swan ... SBP
Tutor-Toons—d-orp—Johnny Sajem ... TWN
TV SETire—1tw-2c4¾"-orp-mail—Gumen ... ONE
Understanding Cancer—cont-46x2½"-orp—John Prinkey ... FSF
Unlikely Letters—1tw-20x3½"-orp—Bernard Williams ... SM
Village Square—1tw-20 x 4¼"-orp—Chuck Stiles ... SM
Wallflowers—1tw-9½ x 2½"-orp-mail—Staff ... SF
Webster Classics—1tw-20x3¾"-orp—H.T. Webster ... SM
Wine & Liquor Uncomplicator—1tw-11½ x 4¼"-orp-c-rdy-mail—Gene Ford ... WCS
Woody's World—d-21x4"-orp-mail—Bill Potter ... UFS
Word-A-Day—d-1c-orp—Micky Bach ... FNS
Wordplay—d-1c-orp ... KFS
Wordy Gurdy—dS-21x4¼"-tps/qps/hpt-orp-mail—Tricky Ricky ... UFS
You Know You Love Them When—2tw-1cx3"-orp—Miv. Schaaf ... SCH

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by Timothy David

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CLASSIFICATIONS OF FEATURES

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Zanies—1tw-panels-orp-ill—J. Maddox ... SBP
Zeroids—1tw-cont-var-orp—Roy Peirce ... DFS-RGA
Ziggy—d/S-2c-orp—Tom Wilson ... UNP
Zingers—d-9 x 2⅝"-orp—John Broudhecker ... AI

9-CHILDREN

A Problem Today—1tw-150-orp—Ida Nettleton ... SBP
Arhie—1tw-ps-orp-ill—Arnie Stockholm ... SBP
Ask Andy—6tw-700-man/C12-P199/wire/DNS/DF—Ed Grade ... LAT
Back to School—sea-var-C-rdy ... FA
Braintwister—(Educ. Word Game)-1tw/S-ps-orp—Amery Brown ... OPS
Cappy Dick—S-hps/tps/pt/hpt/qph-orp—Cappy Dick ... FNS
Celebrities Laugh—1tw-qpt-orp-ill—Misc. Cartoons ... OPS
Celebrities Speak—1tw-qpt-orp-ill—Misc. Authors ... OPS
Children—1tw-igp-var—Ida Fried ... EPS
Children's Corner—dS-2cx4"-orp—Staff ... WHI
Child's Play—m-76 x 9½"-orp/mail/Wire ... TVC
Color The Drawing—dwS-ps-orp-ill—W. Trag ... OPS
Color This—1tw-41x14¼/50x43¾-orp—Kern Pederson ... SM
Did You Know That—(Facts)—1tw/S-ps-ill-orp—F. Treadgold ... SBP
Doc Doodle—d/S-43x2½-orp—Ross E. Bunch ... WLS
Dot To Dot—Monster Puzzle—1twS-ps-orp-ill—Earl Engleman ... SBP
Dot-To-Dot—w/S-ps-orp/ill—Earl Engleman ... SBP
Draw Me—1tw-54x5¾"-orp—Gerald A. Bennett/N. Dickson ... DFS
Drawing Is Fun—1tw/S-ps-orp-ill—W. Trag ... SBP
Encyclopedia Brown—d/S-44x2⅝-orp—Donald Sobol ... UNP
Exploring The Universe—1tw-500-C12-DF/DNS-mail—Astronomy Column Associates ... CHR
Find The Errors—(Puzzle)—wS-ps-orp—F. Hayes ... SBP
Finish The Picture Puzzle—wS-ps-orp-ill—W. Trag ... SBP
Fun & Games Picture Puzzles—1twS-ps-orp—W. Trag ... SBP
Funland—S-hps/tps/qps/pt/hpt-orp-mail—Art Nugent ... UFS
Games & Puzzles—1tw-qpt-orp-ill—Misc. Authors ... OPS
Hidden Picture Puzzles—w/S-ps-orp-ill—W. Trag ... SBP
Homer's Groaners—6tw-43 x 2¼-orp—Ed Stanoszek ... LAT
It's A-Maze-Ing—w-ps-orp/ill—F. Treadgold ... SBP
Johnny Wonder—dS-43x2"-tps/pt-hpt-orp-mail—Dick Rogers ... UFS
Junior Editors—d-200-mail/orp—Berthel/Simonsen ... APN
Junior Whirl—S-tps/hpt-orp—Hal Kaufman ... KFS
Just For Kids—1tw-500-man—Ben L. Moon ... MNC
Juvenile Picture Crosswords—w-ps-ill/orp—W. Tragg/E. Engleman ... SBP
Kaper Korner—1tw-00-C12—Ginni Zagnoli ... ASI
Kid Stuff—1tw-47.6 x 10"-orp-mail-wire ... TVC
Kids' Korner—1tw-var-id-orp/C12—Grace Lee Richardson ... DFS
Kids-Only Club—6tw-250-man/C12/P199/wire/DNS/id—Shari Lewis ... LAT
Let's Make—1twS-18 x 4"-orp—Ben Corey ... HAR
Marvelous Fun and Games—S-tps-hps-orp/mail—Owen McCarron ... RTS
Mazes—1tw/S-ps-orp—Various Artists ... SBP
Mazes Galore—1tw-ps-orp—W. Quinn ... OPS
Pee Wee's Pencil—dS-7.5 x 2.5"-orp/mail—Joe Rice ... CNS
Peter Panic—(Cartoon Panels)—1tw/S-ps-orp-ill—Lo Linkert ... SBP
Puzzles And Games—1tw-var-orp ... ITP
Puzzles Just For You—w/S-ps-orp/ill—Earl Engleman ... SBP
Robin's World—1tw-450-man-ill-DF—Robin Robinson ... PRI
Science For You—S-21 x 4½"-orp-id—Bob Brown ... LAT
Science Quiz—w-ps-orp/ill—F. Treadgold ... SBP
Single Parent on The Hill—m-var-man-mail—Bob Westgate ... DPR
Squiggles—1tw-54 x 5¾"-orp—Grace Lee Richardson ... DFS
Sunday Laughs—1tw-ps-orp-ill—Paul Swede ... SBP
Superscene—S-hps-hpt-tps-orp—Steve Kahn ... NYT
Tell Me Why—6tw-300-C12/id/DF/DNS—A. Leokum ... UNP
The Christian Science Monitor News and Photo Service 5tw-var-igp/orp/mail/C12/DF/DNS ... RTS
The Mini Page—1tw-4pt-orp—Betty Debnam ... UNP
The Teen Scene—m-25 x 25"-orp/mail/wire ... TVC
The Tiny Times—1tw-4pt-orp—Brint Schorer, Jr. ... TIN
Tongue Twisters—1tw-100-orp—Misc. Authors ... SBP
Truth—(Facts)—1tw/S-ps-orp-ill—Paul Swan ... SBP
TV-The Family Viewpoint—1tw-19.5 x 9½"-orp/mail/wire ... TVC
Uncle Ray's Column—5tw-400-igp-oct-wire—Ramon Coffman ... FNS
Young Hobby Club—d-300-ill-ocr-wire-mail—Bob Cleveland ... FNS
Young People's Paper—1tw-hps/pt/sup-orp/id/igp/mail—Dorothy Hilliard ... RBN
Wordy Gurdy—dS-21 x 4¼"-tps/qps/hpt-orp-mail—Tricky Ricky ... UFS

10—COMICS

***Ad-Ribs**—d-42 x 2¼"-orp—Bob Poet ... RIS
Agatha Crumm—dS-d/4c-S/tps/hpt/Qph-orp—Bill Hoest ... KFS
Airhawk—(Adventure Cartoon Strip) w/d-spv-orp/ill—B. Foley ... SBP
Alex in Wonderland—6tw-7½c2½"-orp-mail—Bob Cordray ... CNS
Alley Oop—d-43 x 2¼",S-hps-tps-Qps-pt-hpt-orp/mail—Dave Grave ... NEA
Andy Capp—dS-d/4c-S/tps/hpt/Qph-orp—Reggie Smythe ... FNS
Animal Crackers—dS-d/43 x 2¼"-S/hps-hpt-tps-Qps-Qpt-orp—Roger Bollen ... CTN
Antoinette & Cleopatra—dS-7.5 x 2.5"-orp/mail—Joanne McGuire ... CNS
Apartment 3-G—dS-d/4c-S/hps/tps/pt/Qph-orp—Alex Kotzky ... FNS
***Archie**—dS-d/4c-S/hps/tps/pt/hpt/Qph-orp ... KFS
B. C.—dS-d/4c-S/hps/tps/pt/hpt/Qph-orp—Johnny Hart ... FNS
Bad-Libs—1tw-40 x 2"-orp—Ronald Boerem ... BAL
***Barney Google and Snuffy Smith**—dS-d/4c-S/hps/tps/pt/Qph-orp—Fred Lasswell ... KFS
Basil—d-44 x 2⅜-orp—Gerry Lants ... UNP
Bee Smart—dexS-46x2½"-orp—John Prinkey ... FSF
***Beetle Bailey**—dS-d/4c-S/hps/tps/pt/Qph-orp—Mort Walker ... KFS
Ben Hardy—w-tps-orp—Jim Baker ... PIO
Berry's World—d-6tw-20.5 x 5"orp-mail-S-tps-Qps-hpt-orp-mail—Jim Berry ... NEA
Big Foot—1tw-47 x 2⅜"-orp—Robert Beasley ... BAL
Bimbo's Circus—S-hps/tps/Qps/pt/hpt-orp-mail—Howie Schneider ... UFS
***Blondie**—dS-d/4c-S/hps/tps/pt-orp—Dean Young & Jim Raymond ... KFS
***Boner's Ark**—dS-d/4c-S/hps/tps/pt-orp—Mort (Addison) Walker ... KFS
Boomer—d-43 x 2"-orp-mail—Bill Brown & Mel Casson ... UFS
Brenda Star—dS-d/43 x 2¼",S-hps-hpt-tps-qps-qpt-orp—Dale Messick ... CTN
***Brick Bradford**—dS-d/4c-S/tps/hpt/orp—Paul Norris ... KFS
***Bringing Up Father**—dS-d/4c-S/hps/tps/pt/hpt/Qpt-orp—Kavanagh-Fletcher-Camp ... KFS
Broom-Hilda—dS-d/43 x 2¼"; S-hps-hpt-tps-qps-qpt-orp—Russ Myers ... CTN
Brother Simon and Lucas—d-4c2"-mail-orp—Pedro R. Moreno ... TWN
Bugs Bunny—d-43 x 2¼"-orp; S-hps-tps-pt-hpt-orp-mail—Warner Bros ... NEA
Buck Rogers—dS-pt-hps-hpt-tps-qps-orp—Jim Lawrence/Gray Morrow ... NYT
***Buz Sawyer**—d-4c-orp—Schlensker/Granberry ... KFS
Capital Carnival—1tw-84x2¼"-orp—Gerald A. Bennett ... DFS-RGA
Captain Easy—d-43x2⅛"-orp; S-hps-tps-pt-hpt-orp-mail—Bill Crooks—Jim Lawrence ... NEA
Captain's Gig—dS-d/4c-S/hps-/tps/pt-/qph-orp—Virgil Partch ... FNS
Carnival—S-tps-hpt-orp-mail—Dick Turner ... NEA
Carrier-Toons—S-1/6ps/1/6pt-orp-mail—Chick Larsen ... UFS
Cartoon Cavalcade—1tw-hpt-orp-mail—Joel Beck ... RIP
Catfish—dS-d/43x2¼"; S-hps-hpt-tps-tpt-qps-qpt-orp—Rog Bollen & Gary Peterman ... CTN
Cathy—d/S-44x2⅝6"-orp—Cathy Guisewite ... UNP
Channel One—d-43x1¾"-orp-mail—George Breisacher ... UFS
Christmas Strip—d-sea-4c-orp—Walt Disney ... KFS
Christmas Strip—sea-43x2¼"-orp-mail-id—Mark Lasky ... NEA
Chuck & Sally Ann—d-4cx4¼"/27x1½"-orp—Rhoda Burton ... AF
Conan The Barbarian—dS-43x13"-hps-tps-qps-sph-pt-hpt-orp/mail—Roy Thomas/Ernie Chan ... RTS
Consumer Humor—m-21x5¾"-orp/mail/wire ... TVC
Copps & Robberts—d-var-orp-c-rdy—Kirkman/Scott ... SWF
Crock—dS-d/4c-S/hps/tps-/pt/hpt/qph-orp—Bill Rechin & Brant Parker ... FNS
Dick Tracy—dS-d/43x2⅛"; S/hps-hpt-tps-qps-qpt-orp—Gould/Fletcher/Collins ... CTN
Did You Know That (Facts)—wS-ps-orp-ill—F. Treadgold ... SBP
Doc Doodle—d/S-43x2½"-orp—Ross E. Bunch ... WLS
***Dr. Kildare**—dS-d/4c-S/tps/hps-orp—Ken Bald ... KFS
Doctor Smock—dS-43x2⅛"-hps/tps/QPS/pt/hpt-orp-mail—George Lemont ... UFS
Don Q—d-hps-qps-orp—David Gantz ... NYT
***Donald Duck**—dS-d/4c-S/hps/hpt/qph/tps-orp—Walt Disney ... KFS
Dondi—dS-d/43x2⅛"; S-hps-hpt-tps-qps-qpt-orp—Irwin Hasen ... CTN
Doonesbury—d/S-44x2⅜"-orp—Garry Trudeau ... UNP
Drabble—dS-43x2"tps/qps/hpt-orp-mail—Kevin Fagan ... UFS
Eb and Flo—d-43x2"-orp-mail—Paul Sellers ... UFS
Eek & Meek—d-43x2⅛"-S-hps-tps-qps-pt-hpt-orp-mail—Howie Scheider ... NEA
Encyclopedia Brown—d/S-44x2⅜"—Donald Sobol ... UNP
Fat Freddy's Cat—1tw-60x2"-orp-mail—Gilbert Shelton ... RIP
Ferd'nand—dS-43x1⅞"-hps/tps/qps/pt/hpt-orp-mail—Dahl Mikkelsen ... UFS
Figleaves—1tw-6tw-43x2½"-orp—Greg Curfman ... WLS
***Flash Gordon**—dS-d/4c-S/tps/hpt-orp—Dan Barry ... KFS
Flamingo—6tw-4/5c-mat/orp—R.A. Roche ... PF
Flintstones—7tw-4c-2½"-hps-tps-pt-qps-orp—Hanna Barbera Productions ... MCN
Flubs & Fluffs—S-hpt-orp—Jerry Robinson ... CWS
Folly's Thinkshop—1tw-8"x2½"-orp—Richard Jarrett ... JAR
For Better Or For Worse—d/S-44x2⅜"-orp—Lynn Johnston ... UNP
Forty-Year-Old Hippie—1tw-48x3¼"-orp-mail—Ted Richards ... RIP
Frank & Ernest—d-43x2⅛"-S-tps-qps-hpt-orp-mail—Bob Thaves ... NEA
Fred Bassett—dS-d/4c-S/tps/hpt/qph-orp—Alex Graham ... FNS
Freddy—dS-d/4c-S/tps/hpt/qph-orp—Rupe ... FNS
Frontiers of Science—5tw-4c2⅛"-orp—Dr. Stuart Butler ... TSS
Funky Winkerbean—dS-d/4c-S/tps/hpt/sph-orp—Tom Batiuk ... FNS
Funland—S-hps/tps-/qps/pt/hpt-orp-mail—Art Nugent ... UFS
Garfield—dS-43x2"-tps/qps/hpt-orp-mail—Jim Davis ... UFS
Garth—d-4c-orp—Frank Bellemy ... ITP
Gasoline Alley—dS-d/43x2⅛"; S-hps-hpt-tps-tpt-qps-qpt-orp—Dick Moores ... CTN
Gil Thorp—d-43x2⅛"—Jack Bernil ... CTN
Good Old Days—S-tps-/hpt-orp-mail—Erwin L. Hess ... UFS
Gordo—dS-43x2"-hps/tps/pt/hpt-orp-mail—Gus Arriola ... UFS
Grandpa's Boy—1tw-41x2"-orp—Brad Anderson ... SM
Griffith Observatory—1tw-hpt-orp-mail—Bill Griffith ... RIP
Grubby—1tw-41x2"-orp—Warren Sattler ... SM
***Gunner**—d-4c-orp—Alfredo Grassi and Lucho Olivero ... KFS
***Hager The Horrible**—dS-d/4c-S/hps/tps/qph-orp—Dik Browne ... KFS
Hap Hazard—6tw-45x2½"-mail.—Bob Zahn ... IPS
Hardpan—1tw-2"x8"-orp—Jim Griswold ... GRI
Heavenly Days—d-43x2½"orp—Jack Bonestell ... WLS
***Henry**—dS-d/4c-S/hps/tps/hpt/qph-orp—John Liney and Don Trachte ... KFS
***Hi and Lois**—dS-d/4c-S/hps/tps/pt/hpt-/qph-orp—Mort Walker and Dik Browne ... KFS
Homer's Groaners—6tw-43x2¼"-orp—Ed Stanoszek ... LAT
***Hubert**—dS-d/2c-jS/tps/hpt-orp—Dick Wingert ... KFS
***Inside Woody Allen**—dS-d/4c-S/hps/tps/hpt-/pt/qpt-opr—Stu Hample ... KFS
It's Fun Page—1tw-pt-orp ... SM
Joe Palooka—d-4c2½"-orp—Tony DiPreta ... MCN
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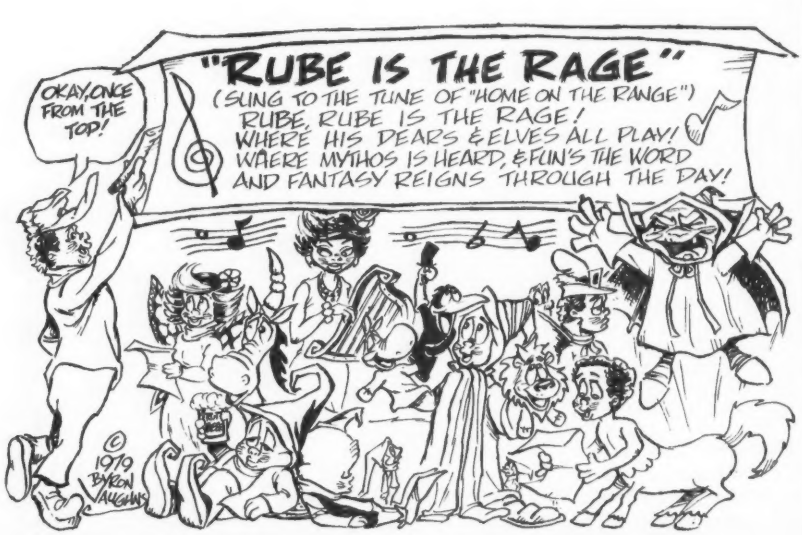
Just Once—1tw-mail—Bob Urso ... FET
Kelly & Duke—dS-44x2⅜"-orp—Jack Moore ... UNP
Kerry Drake—dS-d/4c-S/hps/tps/pt/qph-orp—Alfred Andriola ... FNS
Koky—d-43x2¼"-orp—Mort Gerberg/Richard O'Brien ... CTN
Krass & Bernie—1tw-ps-orp-ill—G. Trosley ... OPS
Latigo—dS-d/4c-S/hps/tps/pt/hpt/qph-orp—Stan Lynde ... FNS
Letters from Dad—dw-500-man—Martin J. Ross ... LAW
Little Farmer—1tw-41x2"-orp—Kern Pederson ... SM
***Little Iodine**—S-tps/hpt/qph-orp—Bob Dunn and Hy Eisman ... KFS
Little Kelly—1tw-84x2¼"-orp—Gerald A. Bennett ... DFS-RGA



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Lolly—dS-d/43x2⅛"; S/hps-hpt-tps-qps-qpt-orp—Pete Hansen ... CTN
Lorry's Gang—1tw-84x2"-orp—Lorry Mafuz ... DFS
Lurie—6/8tw-3c/4c-orp—Ranan Lurie ... KFS
Luther—6tw-43-orp—Brumsic Brandon, Jr. ... LAT
***Mandrake The Magician**—dS-d/4c-S/tps/hpt-orp—Lee Falk and Fred Fredrencks ... KFS
Mark Trail—dS-d/4c-S/hps/tps/pt/qph-orp—Ed Todd and Tom Hill ... FNS
Marmaduke—dS-2 1x4"-hps/tps/qps/pt/hpt-orp-mail—Brad Anderson ... UFS
Marty—1tw-84x2¼"-orp—Gerald A. Bennett ... DFS-RGA
Marvelous Fun &Games—S-tps-hps-orp-mail—Owen McCarron ... RTS
Mary Worth—dS-d/4c-S/hps/tps/pt/qph-orp—Allen & John Saunders and Ken Ernst ... FNS
***Mickey Mouse**—dS-d/4c-S/hps/tps/hpt/qph-orp—Walt Disney ... KFS
Milo—1tw-40x2"-orp—Ronald Boerem ... BAL
Miss Peach—dS-d/4c-S/tps/hpt/sph-orp—Mell Lazarus ... FNS
***Mr. Abernathy**—dS-d/4c-S/tps/hpt-orp—Ralston Jones and Frank Ridgway ... KFS
Modesty Blaise—6tw-43-orp—Peter O'Donnell ... LAT
Momma—dS-d/4c-S/tps/hpt/sph-orp—Mell Lazarus ... FNS
Mom's Boarding Houde—1tw/cont-84x2¼"-orp—Gerald A. Bennett ... DFS-RGA
Moon Mullins—dS-d/43x2⅛"; S/hps-hpt-tps-qps-qpt-orp—Ferd & Tom Johnson ... CTN
***Moose Miller**—dS-d/4c-S/tps/hpt-orp—Bob Weber ... KFS
Motleys' Crew—dS-d/43x2⅛"; S/hps-hpt-tps-qps-qpt-orp—Ben Templeton and Tom Forman ... CTN
Mutt & Jeff—dS-4c2½"-orp-hps-tps-pt-orp—Al Smith ... MCN
***Nancy**—dS-43x1⅞"-hps/tps/qps/pt/hpt-orp-mail—Ernie Bushmiller ... UFS
Napoleon—1tw-41x2"-orp—Foster Moore ... SM
Nielsen—d/S-44x2⅜"-orp—Jeff Millar/Jon McIntosh ... UNP
***No Comment**—dS-d/4c-S/tps/hpt/qph-orp—Vahan Shirvanian ... KFS
Norbert—d-43x1¾"-orp-mail—George Fett ... UFS
***Nubbin**—d-4c-orp—James Burnett and Henry Boltinoff ... KFS
Of Mice and Men—1tw-84x2"-orp—Tom Milner ... DFS
Off Beat—1tw-37½x2¼"-orp-mail ... SF
Office Chatter—dexS-4c2"-orp-mail—Harlan Wade ... TWN
Off The Record—dS-21x2¼"-hps-tps-qps-sph-pt-hpt-orp/mail—Ed Reed ... RTS
O'Malley's Law—1tw-mail—Scott Smith ... FET
On Stage—dS-d/43x2⅛"; S-hps-hpt-tps-qps-qpt-orp—Leonard Starr ... CTN
O.O.—6tw-hps/hpt/tps/qps-orp—Stanley Meritaks ... MRT
Our Boarding House—d-21x3¾"; S-hps-tps-qps-pt-hpt-orp-mail—Les Carrol & Tom McCormick ... NEA
Outcasts—6tw-4cx2⅛"-orp—Ben Wicks ... TSS
Patterns & Needlework—S-pt-orp-mail—Staff ... NEA
Patterns & Pointers—S-tps-hpt-orp-mail-id—Polly Cramer ... NEA
***Peanuts**—dS-43x1¾"-hps/tps/qps/pt-/hpt-orp-mail—Charles M. Schulz ... UFS
Pee Wee—6tw-2c-mat/orp—Jerry Iger ... PF
Pee Wee's Pencil—dS-7.5x2.5"-orp/mail—Joe Rice ... CNS
Perkins—6tw-21x2¼"-orp-mail—John Miles ... RTS
Pisces—6tw-7½x2.5"-orp-mail—Eddy Elia ... CNS
Pistachios—d-ps-orp-ill—Sematones ... SBP
***Popeye**—dS-d/4c-S/hps/tps/pt-orp—Bud Sagendorf ... KFS
***Prince Valiant**—S-hps/tps/pt-orp—Hal Foster ... KFS
Pricilla's Pop—d-43x2⅛"-orp; S-hps-tps-pt-hpt-orp-mail—Ed Sullivan ... NEA
Prime Time—d-43x2⅛"-orp—Ben Templeton/Tom Forman ... CTN
Quincy—d-4c-orp—Ted Shearer ... KFS
***Redeye**—dS-d/4c-S/tps/hpt/qph-orp—Gordon Bess ... KFS
Reuben—d/6tw-2cx3¾"-orp/id—Byron Vaughns ... VEB
Rex Morgan, M.D.—dS-d/4c-S/hps/tps/pt/qph-orp—Nick Dallis, Frank Edgington,Marvin Bradley ... FNS
Richie Rich—7tw-4cx2½"-hps-tps-pt-orp—Harvey Features ... MCN
Rick O Shay—dS-d/43x2⅛"; S/hps-hpt-tps-qps-qpt-orp—Keefer/Dern ... CTN
***Rip Kirby**—d-4c-orp—John Prentice and Fred Dickenson ... KFS
Rivets—dS-d/4c-S/hps/tps/pt-/qph-orp—George Sixta ... FNS
Rooftop O'Toole—d-43x2"-orp-mail—Farmer & Fearing ... UFS
Rural Delivery—1tw-41x2"-orp—Al Smith ... SM
Rural Route—1tw-42x3¾" panel/54x5½" tab-orp—Walter Ball ... MIL
***Sam and Silo**—dS-d/4c-S/tps/hpt/qph-orp—Jerry Dumas/Mort Walker ... KFS
Sandy Daily Comic—6tw-sph-orp-mat—James Unwin ... HPS
***Scamp**—dS-d/4c-S/tps/hpt-orp—Walt Disney ... KFS
Science Quiz—w-ps-orp/ill—F. Treadgold ... SBP
***Secret Agent Corrigan**—d-4c-orp—Al Williamson and Archie Goodwin ... KFS
Shoe—dS-d/43x2⅛"-S/hps-hpt-tps-qps-qpt-orp—Jeff MacNelly ... CTN
Short Ribs—d-43x1¾"; S-hps-tps-qps-pt-hpt-orp-mail—Frank Hill ... NEA
Smith Family—d/S-44x2⅜"—Mr. & Mrs. George Smith ... UNP
Splitsville—6tw-43-orp—Frank Baginski ... LAT
Sporting Life—d-21x4½"-orp—Ben Templeton/Tom Forman ... CTN
Star Hawks—dS-43x2⅛"-tps/hpt-orp-mail—Gil Kane & Archie Goodwin ... UFS
Star Wars—dS-d/4c-orp; S-hps-tps-qps-pt-hpt-orp—Russ Manning ... LAT
***Steve Canyon**—dS-d/4c-S/tps/hps/pt-/qph-orp—Milton Caniff ... KFS
Steve Canyon—dS-d/4c-S/tps/hps/pt/qph/qps-orp—Milton Caniff ... FNS
Steve Roper—dS-d/4c-S/hps/tps/pt/qph-orp—William Overgard, Allen and John Saunders ... FNS
Superheroes—dS-d-43x2⅛"-S-hps-hpt-tps-qps-qpt-orp—Paska/Tuska-/Colletta ... CTN
Tank McNamara—d/S-44x2⅜"-orp—Jeff Millar & Bill Hinds ... UNP
***Tarzan**—dS-43x2"-hps/tps-/qps/pt/hpt-orp-mail—Edgar Rice Burroughs ... UFS
The Amazing Spider-Man—dS-43x13"-hps-hpt-tps-qps-sph-pt-orp/mail—Stan Lee and John Romita ... RTS
The Astronits—d-39½x2¼"-orp—Pat Anderson ... ASI
The Better Half—dS-21x2½"-tps-qps-sph-pt-hpt-orp/mail—Vinnie Vinson ... RTS
The Born Loser—d-43x2⅛"; S-hps-tps-qps-pt-hpt-orp-mail—Art Samsom ... NEA
The Bosleys—S-tps/hpt-orp-mail—John Stees ... UFS
The Dropouts—dS-43x2"-hps/tps/pt/hpt-orp-mail—Howard Post ... UFS
The Family Circus—dS-21x2¼"-tps-qps-hpt-orp/mail—Bil Keane ... RTS
***The Flop Family**—d-4c-orp—George O. Swanson ... KFS
The Hawk—6tw-4/5c-orp-mat—Rod Maxwell ... PF
***The Heart Of Juliet Jones**—dS-d/4c-S/tps/hpt/qph-orp—Stan Drake ... KFS
The Incredible Hulk—dS-43x13"-hps-tps-qps-sph-pt-hpt-orp/mail—Stan Lee/Larry Leiber ... RTS
***The Katzenjammer Kids**—S-tps/hpt-orp—Mike Semich ... KFS
The Missing Links—6tw-42x2"-orp-mail—Holly Fuller ... CWF
The Phantom—dS-d/4c-S/hps/tps/pt/Qph-orp—Lee Falk and Seymour Barry ... KFS
The Ryatts—dS-d/4c-S/tps/hpt/Qph—Jack Elrod ... FNS
The Small Society—dS-d-3c/4c; S-tps-hps-hpt-orp—Morrie Brickman ... KFS
The Sons of Liberty—6tw-42½x2"-orp—Rihard Lynn ... LYN
The Unexplained-dS-7.5x2.5"-orp/mail—Ross Andru/Marv Wolfman ... CNS
The Wizard of Id—dS-d/4c-S/hps/tps/pt/Qph/hpt-orp—Brant Parker & Johnny Hart ... FNS
The Zoo—d-43x2½-orp—Jack Ronestell ... WLS
There Oughta Be a Law—dS-33½x4"-hps/tps/Qps/pt/hpt-orp-mail—Warren Whipple/Frank Borth ... UFS
This Week In Astrology—S-hps-tps-Qps-pt-hpt—Bernice Bede Osol/Elmanine Hanratty ... NEA
Those Were The Days—1tw-4fx2"orp—Art Beeman ... SM
***Tiger**—dS-d/4c-S/tps/htp/Qph-orp—Bud Blake ... KFS
***Tim Tyler's Luck**—d-4c-orp—Lyman & Bob Young ... KFS
Tom Coin—cont-tps 78x6¼"/spv 78x2¼"-orp—Roman Baltes ... PCF
Travels With Farley—6tw-43x2⅛-orp-Mail—Phil Frank ... CHR
***Treasury of Classic Tales**—S-hps/tps/pt-orp—Walt Disney ... KFS
Truth (Facts)—1tw/S-ps-orp-ill—Paul Swan ... SBP
Tucker—dS-d/4c-S-hps/tps/pt/Qph-orp—Joe Martin ... FNS
Tumbleweeds—dS-43x2"-tps/Qps/hpt-orp-mail—Tom K. Ryan ... UFS
Tutankhamun—d-4c-orp—Adam Kovacs ... ASD
Twitch—1tw-41x2"-orp—Howard Rands ... SM
Wee Pals—dS-43x2"-tps-orp-mail—Morrie Turner ... UFS
Weekly Page of Comics—1tw-ps-orp ... SM
Weekly Page of Features—tw-pt-orp ... SM
What Life Has Taught Me—1tw-spv-orp-ill-Various Celebrities ... SBP
***Winnie the Pooh**—dS-d/4c-S/hps/tps/hpt/Qph-orp—Walt Disney ... KFS
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Winthrop—d-43x2⅛"-orp;S-hps-tps-pt-hpt-orp-mail—Dick Cavalli ... NEA
Wonder Wart Hog—1tw-hpt-orp-mail—Gilbert Shelton ... RIP
Wordy Gurdy—dS-21x4¼"-tps/Qps/hpt-orp-mail—Ticky Ricky ... UFS
Wright Angles—dS-43x2"-tps/Qps/hpt-orp-mail—Larry Wright ... UFS
Yogi Bear—S-hps-tps-pt-qps-orp—Hanna-Barbera Productions ... MCN
Zingers—1tw-84x2¼"-orp—Gerald A. Bennett ... DFS-RGA
Zippy—1tw-48x3¼"-orp-mail—Bill Griffith ... RIP
Zoonies—d-43x2⅛"-orp-mail—Craig Leggett ... NEA

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Black Press Service News Report—5tw-var-C12-wire—Staff ... BPS
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Medicalia —cont-600-man-igp—M. W. Martin ... MAR
Mirrors of Washington —ltw-700-man-C12-ocra-P199-mail-wire-DF/DNS—Isabelle Shelton ... NANA
Miss Manners —3tw-600-wire-DF/DNS-mail-man-C12/P199—Judith Martin ... UFS
Modern Etiquette —ltw-150-orp—Jane Sherrod ... SBP
Monetary & Fiscal Affairs —m-800-man—David I. Meiselman, Ph.D. ... NPC
Monthly News Packet —m-16,000-mim-igp-mail—Staff ... PRA
M. Stanton Evans Column —3tw-700-man-C12—M. Stanton Evans ... LAT
NANA News Service —5tw-var-man-C12-ocra-P199-mail-wire-DF/DNS ... NANA
NANA Pony Service —ltw-var-man-C12-ocra-P199-mail-wire-DF/DNS ... NANA
National Security Affairs —ltw-600-man/C12—Gen. Ira C. Eaker ... LAT
National Whirligig —3tw-600-man-C12-ocra-P199-mail-wire-DF/ADNS—Ernest Cuneo ... NANA
Neal Peirce Column —ltw-800/1200-man-wire—Neal R. Peirce ... WPW
New Scientist/New Society News Features —ltw-var-mail ... ITP
Newsfeatures —d-var-orp/mail/C12/P199/wire/DF/DNS/tape/igp—Staff ... NEA
News Focus —2tw-600-wire-ocr-mail—Charles Bartlett/Cord Meyer ... FNS
News Report From Washington —ltw-22x8"-orp—Staff ... EDC
News Review —ltw-650-C12/orp/mail—Ross Williams ... NRS
News Service —sea/an/m/qt/1tw-pt/var-orp/id/mats—J. G. Bumberg ... GNB
Nicholas von Hoffman —2tw-750-ocr-DF/DNS—Nicholas von Hoffman ... KFS
Nick Thimmesch Column —3tw-700-man/C12/wire/DNS/DF—Nick Thimmesch ... LAT
Nine to Five Woman —ltw-700/750-man, mail—Mary Margaret Carberry ... CAB
Norman Cousins Column —ltw-750-man/C12—Norman Cousins ... LAT
Norton Mockridge —3tw-600-wire-DF/DNS-mail-man-orp-C12/P199—Norton Mockridge ... UFS
Notes, Comments —1tw-9½x12"-orp—Edw. H. Sims ... EDC
Observer —3tw-750-wire—Russell Baker ... NYT-NS
On The Other Hand —2tw-1500-igp-ocra-orp—John D. Paulus ... MCF
On Location —ltw-750/1000-opr—Robert Osborne ... HRS
On Man on Earth —ltw-700-man—S.P.R. Charter ... FET
Once Over Lightly —ltw-400-man—Nina Diamond ... DIA
One Man . . . and Medicine —ltw-500-mail—Arthur M. Sackler, M.D. ... IMTS
One Woman's Voice —ltw-800-man-igp-DF—Various Authors ... PRI
Op Ed —occ-var-orp-tape-mail-wire/C12/P199/DF/DNS—Various Authors ... NEA
Op Ed —d-va-orp/wire/DF/DNS—Various Authors ... NYT
Opinion —ltw-250/350-Xerox—Harvey Greenfield ... GRN
Ottawa Report —3tw-750-man—Richard Gwyn ... TSS
Our Constitution —ltw-600-orp—David Kapley ... INO
Our Environment —2tw-750-C12/DF—Ed Flattau ... ART
Our Times —2tw-500-Xerox/DF—Smith Hempstone ... HEM
Patents Column —ltw-600-wire—Stacy Jones ... NYT-NS
Paul Harvey News —3tw-500-man/C12/P199/wire/DNS/DF—Paul Harvey ... LAT
PBS Images —ltw-19.6x10"-orp/mail/wire ... TVC
Pennsylvania Avenue —ltw-600/800-C12/orp/mail/DF/DNS—Benjamin Shore ... CNS
People and Problems —d/w-500-man—Martin J. Ross ... LAW
People's Voice —ltw-800-mail-igp—Dick Edwards ... NWR
Person To Person —ltw-700-C12-orp—Jane Adams ... CMF
Personal Health —ltw-1,000-wire—Jane Brody ... NYT-NS
Pete Hamill —3tw-900-orp-mail—Pete Hamill ... CTN
Peter Worthington —ltw-var—Peter Worthington ... SUN
Phyllis Mitchell's Column —ltw-900-man—Phyllis Mitchell ... MIT
Phyllis Schlafly Column —2tw-500-C12/orp/mail/DF/DNS—Phyllis Schlafly ... CNS
Points of View —ltw-400/500-man-C12—Lillian Baker ... DFS
Politics Today —6tw-750-C12/DF/DNS/KNT/mail—Jack Germond/Jules Witcover ... CTN
Potomac Ethics —2tw-man—Les Kinsolving ... MCN
Power Pack —3tw-500-orp-C12-DF/DNS—William Hoffman ... CRO
Prison Rap —ltw-750-man-mail—J. Barney ... SAW
Question Box —ltw-var-wire-mail—Father John Dietzen ... NCF
Racing —dS-800-man/wire/mail—Jim McCulley ... PCC
Ralph de Toledano Column —3tw-500-C12/orp/mail/DF/DNS—Ralph Toledano ... CNS
Reed Larson Column —2tm-500/600-orp—Reed Larson ... RTW
Regulations & Regulators —Robert W. Crandall, Ph.D. ... NPC
Richard Cohen Column —2tw-800-man-wire—Richard Cohen ... WPW
Robert J. Wagman —occ-var-man-C12-ocra-P199-mail-wire-DF/DNS—Robert Wagman ... NANA
***Ronald Reagan** —3tw-700-ocr-DF/DNS—Ronald Reagan
Roscoe Drummond Column —3tw-700-man/C12—Roscoe Drummond ... LAT
Roy Wilkins Column —ltw-550-C12/DF/DNS/mail—Roy Wilkins ... RTS
Report from Australia —occ-750-man—John Shaw ... INW
Report from Britain —occ-750-man—Godfrey Hodgson ... INW
Report from Britain —occ-750-man—Bryan Silcock ... INW
Report from Britain —occ-750-man—Rudolf Klein ... INW
Report from Britain —occ-750-man—William Keegan ... INW
Report from Canada —occ-750-man—Jeff Carruthers ... INW
Report from France —occ-750-man—Francois Dupuis ... INW
Report from France —occ-750-man—Jacqueline Grapin ... INW
Report from France —occ-750-man—Adalbert de Segonzac ... INW
Report from France —occ-750-man—Jean-Francois Augereau ... INW
Report from Germany —occ-750-man—Gunter Haaf ... INW
Report from Germany —occ-750-man—Heinz Murmann ... INW
Report from Germany —occ-750-man—Hans-Ulrich Spree ... INW
Report from Germany —occ-750-man—Dr. Wolfgang Wagner ... INW
Report from Italy —occ-750-man—Mario Deaglio ... INW
Report from Japan —occ-750-man—Atsuko ... INW
Report from Japan —occ-750-man—Yasushi Hara ... INW
Report from Japan —occ-750'man—Yoshitatsu Tstsumi ... INW
Report from Sweden —occ-750-man—Gorin Albinsson ... INW
Report from Sweden —occ-750-man—Christina Jonsson ... INW
Say It Straight —ltw-600-man-C12-ocra-P199-mail-wire-DF/DNS—Victor Lasky ... NANA
Scripps-Howard News Service —6tw-var-man-mail-wire-DF/DNS ... UFS
Second Thoughts —ltw-600-man—Virginia Shearer ... FET

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Single File—3tw-600-man/C12/wire/DNS/DF—Susan Deitz ... LAT
Small Wonder—1tw-700-orp-C12—Kim Williams ... CMF
Solunar Tables—1tw-550-C12/DF/DNS/mail—Jackie Knight ... RTS
Splice of Life—1tw-750/30½x6"-orp—Stuart Pidd ... BAL
Sport of the Times—4tw-750-wire—Red Smith ... NYT-NS
Sports of the Times—4tw-750-wire—Dave Anderson ... NYT-NS
Spot News Features—d/rxw/m-800/1000-telex-mail-phone-wire—R. I. Queen/B. A. Queen ... PWF
Stamp News From America—1tw-500-man/mim—Julius Weiss ... WFI
Strictly Personal—5tw-500-ocr-wire-mail—Sidney J. Harris ... FNS
Sum and Substance—1tw-600/750-wire—Rev. John B. Sheerin, C. S. P. ... NCF
Synapses—1tw-700-C12-orp—K. Walker ... CMF
Test Yourself—w/d-500/750-orp-ill—Jane Sherrod Singer ... SBP
The American Spectator—m-var-id-Various ... AS
The Arts—1tw-700-man—Robert Fulford ... TSS
The Average American—How Do You Compare?—1tw-550-mail/C12/DF/DNS—Lowell Smith ... RTS
The Bottom Line—1tw-600-750-wire—Antoinette Bosco ... NCF
The Christian Science Monitor News and Photo Service—5tw-var-igp/orp/mail/C12/DF/DNS ... RTS
The Dividing Line—3tw-600-C12/P199/DF/DNS/KNT/mail—Patrick J. Buchanan ... CTN
The Economist—1tw-7000-man-mail-wire-DF/DNS ... UFS
The Energy Outlook—m-800-man—Edward W. Erikson, Ph.D. ... NPC
The Fearless Spectator—1tw-600-C12-DF/DNS-mail—Frank Miller, D.V.M. ... CHR
The House Doctor—1tw-550-mail/id/C12/DF/DNS—Herman Baum ... RTS
The Innocent Bystander—3tw-600-C12-DF/DNS-Mail—Art Hoppe ... CHR
The Law Brief—d/w-500-man—Martin J. Ross ... LAW
The Law Clinic—d/w-500-man—Martin J. Ross ... LAW
The Los Angeles Times/Washington Post News Service—d-var-wire-DF/DNS ... LTWP
The New Republic Features—1tw-4000-wire-mail ... FNS
The News Business—1tw-750-mim-wire—Charles B. Seib ... WPW
The Northern Perspective—1tw-900/1000-C12-DF-mail—Michael J. McManus ... MCM
The Other Side—3tw-var-orp/mail—Dorothy Richey ... RBN
The Pepper Mill—1tw-800-mail—Matthew Conroy ... NWR
The Presidency—1tw-600-DF/DNS-wire—Eugene Risher ... NHN
The U.S. & The World Economy—m-800-man—Wilson E. Schmidt, Ph. D. ... NPC
The Weather and You—6tw-150-orp—Timothy G. Shepard ... INO
The Week In Finance—1tw-900-wire—Tom Mulaney ... NYT-NS
The Wibberly Papers—1tw-750-C12-DF/DNS-mail—Leonard Wibberly ... CHR
The Yardstick—1tw-600/800-wire—Msgr. George G. Higgins ... NCF
These Days—3tw-750-ocra-DF/DNS—John Chamberlain ... KFS
Things—2tw-500/700-mim-igp—Miv Schaaf ... SCH
This American Society—1tw-650-man—Shannon Byrony ... FET
Through The Looking Glass—1tw-1200-man/mail ... NPS
To Be Equal—1tw-600/800-C12/orp/mail/DF/DNS—Vernon Jordan Jr. ... CNS
To The Point—3tw-500-orp—Joseph Fried ... TWN
Today's Compact Living—1tw-750-id/C12/DF/DNS/mail ... RTS
Tom Braden Report—3tw-700-man/C12/wire/P199/DF—Tom Braden ... LAT
Tom Teepen Commentary—3tw-400/800-C12—Tom Teepen ... ASI
Tom Tiede/National Correspondent—3tw-750-orp/mail/C12/P199/wire/DF/DNS/tape/igp—Tom Tiede ... NEA
Trends & Forecasts—1tw-800-man-DF—Jean Carper & John Naisbitt ... PRI
2 Minute Meditation (Religious)—1tw-150-orp—A. Blake ... SBP
UN Report—dS-800-wire/mail—John MacVane ... PCC
Uri Geller Column—wknd-600-man—Uri Geller ... MCN
Venice L. Holmes—2tw-500-man—Venice L. Holmes ... HOL
View From the Hill—5tw-750-man—George Bain ... TSS
VIP Medical Grapevine—1tw-1,000-man—Ruth Nathan Anderson ... VMG
Virginia Payette—3tw-700-wire-DF/DNS-mail-man-orp-C12/P199—Virginia Payette ... UFS
Voice From The Woods—1tw-500-man—Walter Gormly ... GRM
Walking Around With Sidney DuBroff—1tw-750-orp—Sidney DuBroff ... GPL
Washington Calling—2tw-700-wire-DF/DNS-mail-man-orp-C12/P199—Marquis Childs ... UFS
Washington Insight—2tw-700-wire-ocr-mail—Joseph Kraft ... FNS
Washington Journal—1tw-600/800-C12/orp/mail/DF/DNS—Various Authors ... CNS
Washington Journal—w-600-man-C12-ocra-P199-mail-wire-DF/DNS—Robert J. Wagman ... NANA
Washington Merry Go Round—7tw-750-wire-DF/DNS-mail-man-orp—Jack Anderson ... UFS
Washington Report—1tw-800-man—Bogdan Kipling ... TSS
Washington Whirl—1tw-750-man—Karen Feld ... FET
Watch Your Language—w-350-mim-mail—Lydel Sims ... CF
Weekly News Packet—1tw-14,000-mim-igp-mail—Staff ... PRA
Weekly Special—1tw-750-wire-DF/DNS-mail-orp—Jack Anderson ... UFS
Westell's Canadian Report—1tw-750-man—Anthony Westell ... TSS
Why Grow Old?—6tw-550-igp/C12/DF/DNS/mail—Josphine Lowman ... RTS
Will Rogers Says . . .—5tw-10x12"-150-C12/DF/DNS/orp/mail—Bryan Sterling ... RTS
William Beecher—2tw-700-man-C12-ocra-P199-mail-wire-DF/DNS—William Beecher ... NANA
William Chandler Column—1tw-var-man-orp—William Chandler ... LNI
William L. Ryan—1tw-600-man-C12-ocra-P199-mail-wire-DF/DNS—William L. Ryan ... NANA
William Rasberry Column—2tw-750-mim-wire—William Rasberry ... WPW
Women's News Service—5tw-var-man-C12-orp-ocra-P199-mail-wire-DF/DNS-igp—Women's News Service ... WNS
World In Focus, The—1tw-700/800-telex-mail—William R. Frye ... FRY
You Said It!—1tw-var-orp—Subscriber Letters ... AMW
Young World—1tw-var-wire-mail—Tom Lennon ... NCF
Your Life & Mine—1tw-300-man—Phyllis Mitchell ... MIT
Zumwalt/Bagley Report—S-800-man/C12/wire/DNS/DF—Adms. E. R. Zumwalt Jr. & Worth H. Bagley ... LAT

12—COMMENTARY-CARTOONS

A Good Book To Read—dlw-500-man—Martin J. Ross ... LAW
Another View—6tw-21x3½"-orp-mail—John Stees ... UFS
Art Poinier—6tw-35x7"-orp-mail ... UFS
Auth Cartoons—2tw-orp-mim-wire—Tony Auth ... WPW
Ben Wicks Cartoon—6tw-11x3¾"-orp—Ben Wicks ... LAT
Berry's World—dS-6tw-20.5x5"-orp-mail;S-tps-qps-hpt-orp-mail—Jim Berry ... NEA
Broadsides—6tw-11x2½"/9x2"-orp—Charles Barsotti ... LAT
Cartoons—1tw-var-orp—Various Artists ... AMW
David Simpson—4tw-43x5"-orp-mail—David Simpson ... UFS
Did You Know That (Facts)—1tw/S-ps-orp-ill—F. Treadgold ... SBP
Editorial Cartoons—1tw-27½x6"-orp-mail—Jimmy Margulies ... SF
Gene Basset—5tw-33x3½"/42x4½"-orp-mail—Gene Basset ... UFS
Grondahls' Cartoons—2tw-41.6x4½"-orp-mail—Calvin Grondahl ... NEA
Guindon—6tw-21x4"-orp—Richard Guindon ... LAT
Hulme's Cartoons—2tw-41.6x4½"-orp-mail—Etta Hulme ... NEA
John Dough—2tw-spv-orp—Susan Wyatt ... MCF
Life With Robinson—6tw-32x2⅝"-orp—Jerry Robinson ... CWS
Mike Peters—4tw-33x4½"/46x6"-orp-mail—Mike Peters ... UFS
Mossprints—m-mim-wre—Geoffrey Moss ... WPW
Plympton—w-tpt-opt-mat—Bill Plympton ... PLY
Rippee's Newsbriefs—3tw-24x4"-orp-mail—Larry Rippee ... RIP
Science Quiz—w-ps-orp/ill—F. Treadgold ... SBP
Scrawls—2tw-41.6x4½"-orp-mail—S.C. Rawls ... NEA
Stein's Cartoons—2tw-31x6"-orp-mail—Ed Stein ... NEA
Sugar—d-cont-w-4c2¼"-orp-mat—Robert Gill ... NFS
The Small Society—d/S-d3c/4c; S-tps-hpt-orp—Morrie Brickman ... KFS
Truth (Facts)—w/S-ps-orp-ill—Paul Swan ... SBP
Weekly Comment on Illinois Politics and Gov't—1tw-24x5"-orp—Art Henrickson ... HEN
Would You Believe . . ?—1tw/5tw/7tw-cont-300/500/var-wire-orp-mail-id/igp—Fred Philcox ... CDF

13—CONSUMERISM

A Good Book to Read—d/w-500-man—Martin J. Ross ... LAW
About the House—m-25x50"-orp-mail-wire ... TVC
Affairs of State—5tw-2ps-orp-mail—Fred W. Kline ... CAP
Apartment Living—m-25x25"-orp-mail-wire ... TVC
Ask Ms. Natural—3tw-600-man—Clare Barrett ... NAT
At Large—1tw-700-C12-orp—Ruth Daniloff ... CMF
Beating Inflation—1tw-450-mail—Jan & Don Riggenbach ... JAN
Before You Buy—1tw-750-wire/DF/DNS-mail-man-orp-C12/P199—Margaret Dana ... UFS
Buy Right—1tw-550-igp-C12-DF/DNS-mail—Arthur Darack ... RTS
Buyword (Consumers' Cooperatives)—1tw-500-C12-orp—Staff ... CMF
Byline Consumer—1tw-700-man—Sylvia Cronin ... FET
Child's Play—m-76x9½"-orp-mail-wire ... TVC
Common Cents—1tw-600-C12-DF/DNS-mail—Kate MacQueen ... CHR
Consumer—w/m/ind-man-DF/DNS-c-rdy ... FA
Consumer Alert—1tw-500-orp—Consumer Institute ... TAI
Consumer Can Control—1tw-var-orp—Staff ... AMW
Consumer Check List—1tw-11x4"-orp—Pat Dudgeon ... CSP
Consumer Columns—occ-var-man-mail—Barbara Burtoff ... BAB
Consumer Conscious—2tw-var-mail—Sylvia Cronin ... CFS
Consumer Contact—eow-600-ocr—Arthur E. Rowse ... CNI
Consumer Focus—2tw-900-man—Goody L. Solomon ... SOL
Consumer Humor—m-21x5¾-orp-mail-wire ... TVC
Consumers Beware—1tw-var-orp—Lynne Gordon ... SUN
Consumers' Dilemma, U.S.A.—1tw-400-man-mail—Samuel P. Levine ... LEV
Consumers' Question Box—1tw-750-wire/DF/DNS-mail-man-orp-C12/P199—Margaret Dana ... UFS
Country Corner—1tw-9½x13-orp-mail-wire ... TVC
Culture Corner—m-25x25"-orp-mail-wire ... TVC
Dan Dorfman—2tw-750th/1,250S-C12/DF/DNS/KNT/mail—Dan Dorfman ... CTN
Dear Consumer—1tw-500/C12/mail/DF/DNS—Virginia Knauer ... CNS
Doing-It-Yourself—m-25x25"-orp-mail-wire ... TVC
Driving & Cars—1tw-700-man—Clifford Gromer ... FET
Ecology Today—1tw-500-orp—J. Whitfield Gibbons ... TWN
Energy Update—m-25x25"-orp/mail/wire ... TVC
Entertainment Reviews (Movies, Plays, Music, Ballet, Etc.)—m-500/1,000-man—Staff ... IMN
Family Finance—2tw-600-man-C12-orp-ocra-P199-mail-wire-DF/DNS—Betty Yarmon ... WNS
Food Facts—m-25x50"-orp/mail/wire ... TVC
For The Consumer—2tw-600-man-C12-orp-ocra-P199-mail-wire-DF/DNS—Sidney Margolis ... WNS
From Consumer Reports—3tw-600-orp/mail/C12/P199/wire/DF/DNS/tape—Editors of Consumer Reports Magazine ... NEA
Get Your $ Worth—wknd-400-orp-c-rdy—Sally & Jim Adams ... MCN
Getting There—1tw-600-wire/DF/DNS—Jody Heller & Michael Carlan ... NHN
Health Line—m-25x50"-orp/mail/wire ... TVC
Help-Mate—1tw-1000-ocr—Merrill Rose ... CNI
Inflation Deflators—1tw-200/300-orp ... TAI
Info: A World of Sense—m-32pt-orp/mail/wire ... TVC
Info: Feedback—m-25x25"orp/mail/wrie ... TVC
Info: Puzzle—m-20.6x4½"-orp/mail/wire ... TVC
In The Public Interest—1tw-550-C12/DF/DNS/mail—Ralph Nader ... RTS
Issue & Debate—m-25x25"-orp/mail/wire ... TVC
Leisure Time—m-25x50"-orp/mail/wire ... TVC
Letters From Dad—dlw-500-man—Martin J. Ross ... LAW
Lifestyle Package—w-var-wire—Staff ... UPI
Medical Frontiers—1tw-600-C12-DF/DNS-mail—Leonore Feinstein ... CHR
Mind Your Money—3tw-700-ocr-DF/DNS—Peter Weaver ... KFS
Money Matters—m-25x50"-orp/mail/wire ... TVC
Moneypavers—1tw-400-man-mail—Bob Powers ... CCM
More For Your Money—1tw-50/30½x5¾"-orp—Ben Tarris ... BAL
Music In Review—occ/m-500-man—Staff ... IMN
News Features—7tw-500/1500-wre—Various ... REU
Our Environment—2tw-750-C12/DF—Ed Flattau ... ART
PriceWatch—S-tps-orp—Staff ... TSS
Privacy—Special Fea—5 parts/1,200 wds each-C12/mail—Robert Ellis Smith ... DDS
Save Time & Money—1tw-450-orp-mail—Ann Frances Dolon ... SF
Shopping Aisle—m-25x50"-orp/mail/wire ... TVC
Single Parent on the Hill—m-var-xerox-mail—Bob Westgate ... DPR
Staying Ahead—2tw-750-mim-wire—Jane Bryant Quinn ... WPW
The Best Years—1tw-750-man—Sidney Ascher ... ASC
The Butcher—1tw-700-C12-id-DF/DNS-mail—Merle Ellis ... CHR
The Christian Science Monitor News and Photo Service—5tw-var-igp/orp/mail/C12/DF/DNS ... RTS
The Family Forum—m-25x25"-orp/mail/wire ... TVC
The Los Angeles Times/Washington Post News Service—d-var-wre-DF/DNS ... LTWP
The Teen Scene—m-25x25"-orp/mail/wire ... TVC
The View From The Top—1tw-500-ocra-igp-mail—Milton Rockmore ... ROC
The Years Ahead—m-25x25"-orp/mail/wire ... TVC
Tip Off . . . The Rip Off—7tw/tm-var-mail—Sylvia Cronin ... CFS
Travel Line—m-25x50"-orp/mail/wire ... TVC
Watch This Space—1tw-600-C12/igp/DNS/DF/mail—Carolyn Nolte-Watts ... UNP
What's In Store—1tw-750-man—Joan Watson ... TSS
Winetaster's Choice—1tw-500-c-rdy—Harold Bearak ... WTC
Woman's World—m-25x25"-orp/mail/wire ... TVC
You and Your Car—m-25x50"-orp/mail/wire ... TVC

14—EDITORIAL ART; CARICATURES

Broadsides—6tw-11x2½"-/9x2"-orp—Charles Barsotti ... LAT
C. P. Houston—6tw-var-orp-mail ... RTS
Caricatures—4tw-var-orp—Tim Atseff ... RIS
Dick Wright Editorial Cartoons—3tw-3½Cx4½"-orp—Dick Wright ... MCN
Ed Fischer Editorial Cartoons—d-3cb"-orp—Ed Fischer ... MCN
Ed Gamble—5tw-var-orp-mail ... RTS
Faces/Caricatures—6tw-12x3¼, 24x6½-orp-mail—Kerry Waghorn ... CHR
Faces in The News—d-½c2"-1c3½"/5½x2"-10x3½"/7x2"/14x3½"-igp-mail—Frank G. Murphy ... DIS
Icarus—3tw-spv-ocra-man—Leon Nomides ... MCF
MacNelly—5tw-5c5"-orp—Jeff MacNelly ... CTN
Michener—3tw-orp—Ted Michener ... SUN
Religious Drawings—1tw-21½x4⅜"/32½x6⅜"-orp/mail—Jack Hamm ... REL
Taylor Jones Caricatures—5tw-30x9½"-orp—Taylor Jones ... LAT
The Christian Science Monitor News and Photo Service—5tw-var-igp/orp/mail/C12/DF/DNS ... RTS

15—EDITORIAL CARTOONS

Aislin Political Cartoons—2tw-4cx6"-orp—Aislin ... TSS
Al Liederman Column—1tw-mail—Al Liederman ... FET
Alexander's Local Cartoons—1tw-30x6"/20x4"-orp—Jerry Alexander ... ALX
Another View—6tw-21x3½"-orp-mail—John Stees ... UFS
Art Poinier—6tw-35x7"-orp-mail—Art Poinier ... UFS
Atseff—4tw-var-orp—Tim Atseff ... RIS
Beattie Cartoon—4tw-3cx4¾"-orp—Bruce Beattie ... IND
Berry's World—6tw-S-20½x5"-dS-6tw-20.5x5"-orp-mail; S-tps-qps-hpt-orp-mail—Jim Berry ... NEA
C.P. Houston—6tw-var-orp-mail ... RTS
Cartoons—5tw-3c/4c-orp/mail—Lee Judge ... CNS
Cartoons—5tw-3c/4c-orp-mail—Bob Englehart ... CNS
Cartoons—5tw-3c/4c-orp-mail—Bernard Lansky ... CNS
Cartoons—1tw-var-orp—Various Artists ... AMW
Celebrities Laugh—1tw-qpt-orp-ill—Misc. Cartoons ... OPS
Celebrities Speak—1tw-qpt-orp-ill—Misc. Authors ... OPS
Cleo Magazine From Australia—m-ps-orp-ill ... OPS
David Simpson—4tw-43x5"-orp-mail—David Simpson ... UFS
Diggs—3tw-var-orp-mail—Harry Diggs ... RIP
Don Hesse Cartoon—5tw-32x6"-orp—Don Hesse ... LAT
Don Wright—4tw-7c4"-orp—Don Wright ... NYT
Donato Daily—3tw-orp—Andy Donato ... SUN
Donato Weekly—1tw-orp—Andy Donato ... SUN
Draper Hill Editorial Cartoons—4tw-4c-orp—Draper Hill ... KFS
Ed Gamble—5tw-var-orp-mail ... RTS
Edit Carton—1tw-35x4"-orp—K. Keene ... CSP
Editorial Cartoon—1tw-21x4½/30x6-orp—Henry ... SM
Editorial Cartoon—1tw-orp—Noah Bee ... JTA
Editorial Cartoon—1tw-30x3½/41x4¾-orp—Chuck Stiles ... SM
Editorial Cartoons—1tw-var-orp—Jeff Sinclair ... KAT
Editorial Cartoons—1tw/cont-var-orp—G.A. Bennett/R. Sanders ... DFS

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Editorial Cartoons—3tw-32xvar-orp—Kenard Fischer ..... WLS
Editorial Cartoon—1tw-27½x6-orp-mail—Jimmy Margulies ..... SF
Editorial Kartoon—1tw-23x4"-orp—Kennison Keene ..... CSP
Editorial Cartoons—3tw-sph-orp—Vance Rodewalt ..... MIL
Editorial Cartoons—3tw-sph-orp—Blaine ..... MIL
Editorial Cartoons—3tw-sph-orp—Bob Bierman ..... MIL
Editorial Cartoon—1tw-2c/3c-ps-orp—Herc Ficklen ..... AVA
Editorial Cartoon—d-orp—Eddie Germano ..... TWN
Editorial Cartoons—3tw-sph-orp—Doug Wright ..... MIL
Editorial Cartoons—3tw-sph-igp—Edd Uluschak ..... MIL
Elderman—eod-spv-orp—Susan Wyatt & Roy Elderman ..... MCF
Feiffer—1tw-5c-orp—Jules Feiffer ..... FNS
Fischetti—5tw-3c/4c-orp—John Fischetti ..... FNS
Gene Basset—Stw-33 x3½"/42x4½-orp-mail—Gene Basset ..... UFS
Germano's World—5tw-orp—Eddie Germano ..... TWN
Global Humor—1tw-man -mail ..... AWP
G.R.A.B.—1tw-22x5"-orp-ill-mail—David Dunning/Sally Wilson ..... DUN
Graphic Commentary—1tw-var-igp-mail—Francis Brennan ..... NIES
Grondahl's Cartoons—2tw-41.6x4½"-orp-mail—Calvin Grondahl ..... NEA
Herblock—5tw-2c/3c-orp—Herbert L. Block ..... FNS
Hugh Haynie Cartoon—5tw-50x6"-orp—Hugh Haynie ..... LAT
Hulme's Cartoons—3tw-41.6x4½"-orp-mail—Etta Hulme ..... NEA
Ib Ohlsson Art—1tw-var-igp-mail—Ib Ohlsson ..... NIES
John Trever's Editorial Cartoons—3tw-5x6½-mail—John Trever ..... INR
Jorgy Cartoon—4tw-3c4¾"-orp—Bruce Jorgensen ..... IND
Larter—Daily—3tw-orp—John Larter ..... SUN
Life With Robinson—6tw-32x2⅝-orp—Jerry Robinson ..... CWS
Locher—5tw-var-orp—Dick Locher ..... CTN
Lou Grant Cartoon—5tw-32x7"-orp—Lou Grant ..... LAT
Mac Nelly—5tw-5c5"-orp—Jeff Mac Nelly ..... CTN
MacPherson Cartoons—3tw-4c6"-orp—Duncan MacPherson ..... TSS
Marlette's Editorial Cartoon—3tw-4c-orp—Douglas Marlette ..... KFS
Mauldin—5tw-2c/3c-orp—Bill Mauldin ..... FNS
Mike Peters—4tw-33x4½"x46x6"-orp-mail—Mike Peters ..... UFS
Mike Keefe's Editorial Cartoons—3tw-5½x8-mail—Mike Keefe ..... INR
National Cartoon—1tw-2c/3c-orp—David Boyd/Gus Wood ..... MOR
Pat Oliphant Cartoon—5tw-45x4"/33x3"-orp—Pat Oliphant ..... LAT
Paul Conrad Cartoon—5tw-33x6"/22x4"-orp—Paul Conrad ..... LAT
Paul Szep—3tw-2c-orp—Paul Szep ..... UNP
R. Cobb—2tw-cont-7"x7"-orp-mail—R. Cobb ..... SAW
Religious Drawings—1tw-21½x43⅓/32½x65⅙-orp-mail—Jack Hamm ..... REL
Roschkov Cartoons—3tw-4c6"-orp—Vic Roschkov ..... TSS
Sanders—3tw-3c-orp—Bill Sanders ..... FNS
Schorr—4tw-4c5¾"-orp—Bill Schorr ..... CTN
Scrawls—2tw-41.6x4½"-orp-mail—S.C. Rawls ..... NEA
Sovereign State of Affairs—1tw-4c-orp—Boyd/Wood ..... MOR
Stayskal—5tw-4c4½"orp-—Wayne Stayskal ..... CTN
Stein's Cartoons—2tw-31x6"-orp-mail—Ed Stein ..... NEA
The Christian Science Monitor News and Photo Service—5tw-var-igp/orp/mail/C12/DF/DNS ..... RTS
Weekly Comment On Illinois Politics and Gov't—1tw-24x5"-orp—Art Henrikson ..... HEN
Yardley Jones Cartoons—2tw-42x6½"-mail-orp—Yardley Jones ..... CWF

ECOLOGY
(See "Environment" No. 17)

16—EDUCATION

A Problem Today (Math Problems)—w-150-orp—Ida Nettleton . SBP
Ancient Proverbs and Their Modern Relevancies 2tm-100/150-mim—Charles Rehns ..... REH
Ask Andy—6tw-700-man/C12/P199/wire/DNS/DF—Ed Grade ..... LAT
Ask Aunt Madge—d-dS-S-7tw-var-man—Madge Saksena ..... ASK
At Large—1tw-700-C12-orp—Ruth Danioff ..... CMF
Bee Smart—cont-46x2½"-orp—John Prinkey ..... FSF
Brain Teasers Puzzles—1tw-qpt-orp—Ali Hachel ..... OPS
Career Corner—1tw-400-mm-mail—Tom Williams ..... CF
Careers—3tw-450-man/C12/ocra/P199/DF/DNS/mail—Joyce Lain Kennedy ..... SFI
Color The Drawing—d/w/S-ps-orp-ill—W. Trog ..... OPS
Color This—1tw-4.1x4¼"/50x4¾"-orp—Kern Pederson ..... SM
Connections: Technology and Change—1tw-1,250/hps-man/C12/mail/wire/DNS—John Burke ..... CBN
Current Events—1tw-750-man-telex—Marvin Lipton ..... TSS
Education—wm-var-wire-telex-mail-phone-wire R.I. Queen/B.A. Queen ..... PWF
Education Today—1tw-var-wire—Patricia McCormack ..... UPI
***Energy and The Way We Live**—1tw-1,250/hps-man/C12/mail/wire/DNS—Melvin Kranzberg ..... CBN
Entertainment Reviews (movies, plays, music, ballet, etc.)—m-500/1,000-man—Staff ..... IMN
Fact & Fancy—1tw-500-man—Jules Draznin ..... DRA
How Creative Are You?—1tw-500-man-mail—Whitt N. Schultz . KNF
How To Be a Successful Manager—1tw-500-man-mail Whitt N. Schultz ..... KNF
How To Be A Winner—1tw-500-man-mail—Whitt N. Schultz ..... KNF
How To Be Successful—1tw-500-man-mail—Whitt N. Schultz ..... KNF
How To Build A Business—1tw-500-man-mail—Whitt N. Schultz KNF
How-To Business Articles—1tw-500-man-mail—Whitt N. Schultz ..... KNF
How To Communicate Skillfully—w-500-man-mail—Whitt N. Schultz ..... KNF
How To Develop Success Habits—1tw-500-man-mail—Whitt N. Schultz ..... KNF
How To Develop Your Potential—1tw-500-man-mail—Whitt N. Schultz ..... KNF
How To Improve Your Letterwriting Skills—1tw-500-man-mail—Whitt N. Schultz ..... KNF
How To Motivate Yourself—1tw-500-man-mail—Whitt N. Schultz KNF
How To Manage Stress Successfully—w-500-man-mail—Whitt N. Schultz ..... KNF
How To Save Time—1tw-500-man-mail—Whitt N. Schultz ..... KNF
How To Sell Successfully By Mail—1tw-500-man-mail—Whitt N. Schultz ..... KNF
How To Solve Your Problems—1w-500-man-mail—Whitt N. Schultz ..... KNF
How To Think Creatively—1tw-500-man-mail—Whitt N. Schultz . KNF
Hurwitz on Education—2tw-500-mim-mail—Howard L. Hurwitz ... CF
Ideas in Education—1tw-500-man—Charles Roland ..... FET
Johnny Wonder—6tw/43x2"-orp-mail/S-tps-pt-hpt-orp-mail—Dick Rogers ..... EF
Just So Happened—1tw-20x4½-org—Kern Pederson ..... SM
Knight News Wire—7tw-var-wire/DF/DNS/igp ..... CTN
Lesson in English (Educational)—1tw-100-orp—C. Gordon ..... SBP
Look & Learn (Educational)—1tw-150-orp—Anne Sanders ..... SBP
Main Street—1tw-800/var-telex-wire-mail—Ted Green ..... PWF
Max Rafferty Column—2tw-500-man/C12/DNS—Dr. Max Rafferty LAT
Metric America—5tw-250-man-mail—Lee Hutton ..... CWF
Metric Facts—5tw-250-man-ill-mail—Lee Hutton ..... CWF
Parents' Corner—1tw-500-orp—Dr. Jaime Quintanilla ..... TWN
PBS Images—1tw-19.6x10"-orp/Mail/Wire ..... TVC
PBS in the Spotlight—1tw-19.6x10"-orp-wire-mail ..... TVC
Psychology Today—1tw-600-orp/mail/C12/P199/wire/DF/DNS/tape—Editors of Psychology Today Magazine ..... NEA
Ray Wilson On Broadway—1tw-750-mim—Ray Wilson ..... NEW
Read & Remember—1tw-150-orp—Carrell McClure ..... OPS
Real World—1tw-ocr-DF/DNS—George Nobbe ..... KFS
Reba & Bonnie Churchill Reporting—1tw-S-900-man—Bonnie & Reba Churchill ..... CAI
Right From The Start—1tw-700-C12-orp—Dr. Selma Greenberg CMF
Ringaround Word Games—1tw-qpt-orp—Jack Fitch ..... OPS
Science for You—S-21x4½"-id-orp—Bob Brown ..... LAT
Talking About TV—1tw-19.5x9.5"-orp/mail/wire ..... TVC
The Adventures of Energy Whizz—1tw-hpt-orp-mail—Miriam LaFleur ..... CWF
The Family Room—1tw-600-C12-orp—Uslander & Weiss ..... CMF
The Los Angeles Times/Washington Post News Service—d-var-wire-DF/DNS ..... LTWP
Today in N.Y.—d-550-mim—Ray Wilson ..... NEW
TV Features—1tw-var-orp/wire/mail ..... TVC
TV—The Family Viewpoint—1tw-19 5x9½"-orp/mail/Wire ..... TVC
Under Twenty—5tw-var-mim-igp-mail—Kurt Lassen ..... CF
Watch Your Language—1tw-350-mim-mail—Lydel Sims ..... CF
Wine Scrapbook—1tw-700-man-mail—Mary Lester ..... LES
Wisdom In The Street—2tm-100/150-mim—Charles Rehms ... REH
Women in Media—1tw/S-600-man-mail-igp—Jay Gaston ..... RPT
You, Your Child, and School—1tw/7tw-500-mim-mail—David Nydick ..... DAN

17—ENVIRONMENT ECOLOGY

Ask Washington—1tw-500-orp—Norma Langley ..... TWN
David Merkowitz Column—1tw-800-man—David Merkowitz ... MDR
Energy Environment Digest—1tw-600-man-C12-ocra-P199-mail-wire-DF-DNS—Robert J. Wagman & Sheldon Englemayer ..... NANA
Energy Savings Helpful Hints—1tw-spv-orp-ill—B. Woody ..... OPS
Energy Update—m-25x25"-orp/mail/wire ..... TVC
Environment—occ-450-C12-orp-DNS/DF/mail—H. P. James ..... NWS
Good Earth Almanac—S-ps/tps/qps/pt-5c-b&w-orp—Monty Burch ..... UNP
Humoresque—1tw-100-mail-man—Don Alexander ..... ARU
Knight News Wire—7tw-var-wire-DF/DNS/igp ..... CTN
Medical News (9 articles)—50-600-mail/igp—Staff/freelance ..... IMTS
National Geographic News Features—2tw-500/750-mim-ill—Vanous Authors ..... NGS
News Feature—7tw-500/1500-wire-various ..... REU
Old Farmer's Almanac—1tw-750-orp-mail—Old Farmers Almanac ..... UFS
Our Environment—2tw-750-C12/DF—Ed Faltteau ..... ART
Pot Luck—1tw-100-mail-man—Don Alexander ..... ARU
Psychoecology—5tw-750-man-mail—Martin ..... SAW
Right From The Start—1tw-700-C12-orp—Dr. Selma Greenberg ..... CMF
Robin's World—1tw-450-man-ill-DF—Robin Robinson ..... PRI
Small Wonder—1tw-700-orp-C12—Kim Williams ..... CMF
Synapses—1tw-700-C12-orp—K. Walker ..... CMF
The Los Angeles Times/Washington Post New Service—d-var-wire-DF/DNS ..... LTWP
The Mother Earth News—2tw-850-id/C12/DF/DNS/mail—John Shuttleworth ..... RTS
The Smart Life—1tw-500-orp—David Chagall ..... TWN

FARMING
(See Gardening—Classification No. 22)

18—FASHIONS

Australian Home Journal—m-ps-orp-ill ..... OPS
Australian Women's Weekly—m-ps-orp-ill ..... OPS
Beauty Digest—1tw-var-orp/mail/C12/P199/wire/DF/DNS/tape—Diane Robbens ..... NEA
Beauty Tips from Hollywood—w-500-orp—various show business personalities ..... SBP
Behing The Seams—w-450-orp-mail—Peggy Bendel ..... SF
Cleo Magazine from Australis—m-ps-orp-ill ..... OPS
Clotheslines—1tw-750-man/C12/P199/wire/id/DF—Marylou Luther ..... LAT
Dress For Success—w-700-xerox/ocr/wire/DF/DNS—John T. Molloy ..... NYT
Easy Etiquette—1tw-750-man—Jackie Dashiell ..... FET
Fashion—1tw-m/ind-var-DF/DNS-c-rdy-man-orp-igp-wire ..... FA
Fashions—1tw-igp-var—Dina Dellale ..... EPS
Fashion Face and Figure—1tw-var-wire-DF/DNS-mail-man-C12/P199—Florence de Santis ..... UFS
Fashion 'n Figure—w-5x7"-man-mail—Paige Palmer ..... FAS
Fashion Sense—1tw-700-man/igp—Lila Nadell ..... FS
Fashion World—1tw-450-igp/orp/C12/mail/DF/DNS—Natalie Best ..... CNS
First Impressions—1tw-680-man—Anita Gates ..... FET
In Fashion—1tw-9½x2"-orp—Mrs. Hugo Sims ..... EDC
Inside Fashion—4tw-900-mim-igp-mail—Eugenia Sheppard ..... FNS
Imagination—1tw-var-orp—Barbara Cole ..... SUN
Knight News Wire—7tw-var-wire/DF/DNS/igp ..... CTN
Lifestyle Package—w-var-wire—Staff ..... UPI
Lifestyles: Fashion/Beauty/Interviews—2tw-600-orp/mail/C12/P199 wire/DF/DNS/tape/igp/id—Elkie Grossman ..... NEA
Looking Good—2tw-500-wire-DF/DNS-mail-man-igp—Charles Hix ..... UFS
Marian Christy Column—3tw-800/1,200/1,800-man/C12—Marian Christy ..... LAT
Model's Notebook—2tw-2c/550-id/C12/orp/mail/DF/DNS—Cate Tuttle ..... CNS
National Geographic News Features—2tw-500/750-mim-ill—Vanous Authors ..... NGS
Now!—3tw-10x12"-orp-mail—Gene Loyd ..... RTS
Sew With Flair—1tw-500-C12-id-DF/DNS-mail—Sandra Betzina ..... CHR
She—2tw-300/500-mim-igp-mail—Eleanor Lambert ..... FNS
The Christian Science Monitor News and Photo Service—5tw-var-igp/orp/mail/C12/DF/DNS ..... RTS
The Los Angeles Times/Washington Post News Service—d-var-wire-DF/DNS ..... LTWP
What Next—1tw-var-orp-id—Paul Hamlin ..... SPS
You Are What You Wear—1tw-600-C12/id/DF/DNS/mail—William Thourlby ..... UNP
Your Fashion Image—1tw-var-mail—Charlotte Wilkinson ..... YFI
Youth Parade—1tw-S-600-igp—Reba & Bonnie Churchill ..... CAI

FINANCIAL
(See "Business"—Classification No. 7)

19—FICTION

Agricultural Roundup—w-2ps-orp-mail—Vanous ..... CAP
Best Sellers (Fiction & Non-Fiction)—1tw-hpv/pt/bl-orp/book form—Various Authors ..... SBP
Book Digest—1tw-ps-orp-ill—Misc. Authors ..... OPS

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Famous Short Stories —w-250/2,000-orp —Various Authors ..... SBP
For The People —w-800-mail —Larry Moffitt ..... NWR
Weekly Short Story —w-1,000-orp —Sidney Du Broff ..... GPL
Zane Grey's Best Short Stories & Books —ltw-ps/bl-orp ..... OPS

20—FILLERS

According To Guiness (Text) —6tw-5aC12/DF/DNS/mail ..... UNP
Ask Aunt Madge —d/DS/S/7tw-var-man —Madge Saksena ..... ASK
Barbs —d-300-orp/mail/C12/P199/wire/DF/DNS/tape/id —Phil Pastoret ..... NEA
Beauty Bits —d/S-500-2c6 Xerox/Quip —Nancy Lane ..... WOR
Beauty Digest —ltw-var-orp/mail/C12/P199/wire/DF/DNS/tape —Diane Robbens ..... NEA
Born Today —d-10x3"-orp —Mike Lancaster ..... AST
Briefs —ltw-10x10"-orp —Staff ..... EDC
Column Closers —d-300-orp/mail/C12/P199/wire/DF/DNS/tape —Staff ..... NEA
Continental Diary —ltw-700-man-C12-ocra-P199-mail-wire-DF-DNS —Noel Anthony ..... NANA
Crazy Capers —dexS-10½x2½"-crp-mail —Various ..... CF
Crown's Short Takes —ltw-500-orp/C12/DF/DNS —Robbins & Associates ..... CRO
Distillates Of Random Thoughts —2xm-100/200-mim —Charles Rehns ..... REH
Fun In The Kitchen —5tw/S-hps-varies-orp-igp-mail —Michelle McGarrett ..... RBN
Glassified Directory —m-var-mim —Selma Glaser ..... GLA
Grass Roots Clippings —ltw-180-man/mail —Kerwin Hoover ..... HTF
Historical Fillers —ltw-600-orp-mail ..... CNS
Ladies First —ltw-500-man-orp-C12-ocra-P199-mail-wire-DF-DNS —Trixie Belmont ..... WNS
Lifestyle Package —w-var-wire —Staff ..... UPI
Manners —ltw-9½x2½-orp-mail ..... SF
Mighty Mixture —ltw-500/700-man —Gary Stevens ..... SAG
Money Talks —ltw-var-orp —Tom Anderson ..... AMW
More For Your Money Fillers —m-2,000/var-man/mail —Mike LeFan ..... LEF
Musings —ltw-50-orp-mail ..... SF
News Notes —ltw-22x9"-orp —Staff ..... EDC
Nit-Wit —ds-var-mail —Robert Thornton ..... THF
Now Hear This —3tw-var-C12- —John Clifford ..... ASI
Now You Know —dexS-var-wire —Staff ..... UPI
Old Farmer's Almanac —w-750-orp-mail ..... UFS
Orben's Comedy Filler —m-48½x11"-mail —Robert Orben ..... COC
Otto Sez —dS-1c1"-mim —Frank Nickens ..... HPS
Pure Fluff —ltw-500-orp —Emalene Shepherd ..... TWN
Quips & Clips —ltw-200/300-man/mail —Kerwin Hoover ..... HTF
Quote/Unquote —ltw-500-orp/mail/C12/P199/wire/DF/DNS/tape/igp —Staff ..... NEA
Read & Remember —ltw-150-orp —Carrell McClure ..... OPS
Reel Names/Real Names —ltw-var-man —Buddy Basch ..... BAS
Senator Soaper —d-300-man-C12-ocra-P199-mail-wire DF-DNS —Jim Fiebig ..... NANA
Short Takes —w-200-orp-mail —Staff ..... SF
Shorts —d-300-orp/mail/C12/P199/wire/DF/DNS/tape —Staff ..... NEA
Shorts & Fillers —w-ps-orp-mail —Staff ..... APN
Snappy Filler Service —w-ps/5c-orp-mail —Staff ..... SFS
Snippets —ltw-19xvar.-orp-mail —Staff ..... SF
The Sunny Side —d-var-orp —Leonard Harris ..... ASI
Thoughts —d-300-orp/mail/C12/P199/wire/DF/DNS/tape —Staff ..... NEA
Thought For The Day —m-2ps-man-mail —Gary L. Christensen ..... UQ
Timeless Fillers —ltw-600-orp-mail ..... CNS
Timeless Tidbits —ltw-var-orp —Staff ..... AMW
Tobe Says —4tw-60/120-ocr-mail-wire —Tobe ..... FNS
Today's Chuckle —8tw-20-man/C12/wire/DNS/DF —Beulah Collins ..... LAT
Tributes —occ-var-man —F. Scherer ..... REY
Trivia —6tw-80-mim-mail —Chris Riley ..... CF
Trivia —ltw-11x8"-orp —F. Dudgeon ..... CSP
TV Features —ltw-500/var/sup-orp/id/igp/tape wire/DF/DNS/mail —Varied ..... TVD
TV Spotlight —ltw-500/var/sup-orp/id/igp/tape/wire/DF/DNS/mail —Varied ..... TVD
Washington Notes —ltw-22x9"-orp —Staff ..... EDC
Weekend Chuckle —S-25-man/C12 —Beulah Collins ..... LAT
What Ever Happened To —ltw-var-man —Buddy Basch ..... BAS
Who Was That Lady? —Wknd-200-grdy ..... MCN
Women's World —d-150-man-C12-orp-ocra-P199-mail-wire DF-DNS ..... WNS
World Almanac Question and Answer —5tw-300-orp/mail/C12 P199/wire/DF/DNS/tape/id —World Almanac Staff ..... NEA
Would You Believe . . .? —ltw/5tw/7tw/cont-300/500/var-wire-orp-mail-id/igp —Fred Philcox ..... CDF

21—FOOD

Along The Food Trail —fn-600-orp-mim —The Bascomes ..... BA
Along The Wine Trail —fn-600-orp-mim —The Bascomes ..... BA
Ask Ms. Natural —3tw-600-man —Clare Barrett ..... NAT
Better Homes & Gardens/Step-By-Step Cooking —ltw-550-DNS/mail/igp/C12/DF ..... RTS
Bob Dana on Wine —ltw-500-mim —Bob Dana ..... NEW
Buyword-(Consumer Cooperatives) —ltw-500-C12-orp —Staff ..... CMF
Celebrity Cookbook —ltw-1,200-man/C12/P199/wire/igp/DNS/DF —Johna Blinn ..... LAT
Celebrity Dining —ltw-500-orp —Helen Naismith ..... TWN
Calorie Consious Cookbook —ltw-600-man —Dee Payne ..... FET
Calorie Countdown —wknd-300-c-rdy —Susan Duff ..... MCN
Chef Marcia —ltw-600-man-C12-orp-ocra-P199-mail-wire-DF DNS-igp —Marcia Burg ..... WNS
Chef William Lord-The Chef's Kitchen —ltw-30x12¾-man/orp/igp/mail —William Lord ..... CHK
Clip ' 'n' Cook —3tw-3c3"-orp-mail ..... CNS
Collectors' Items —ltw-var-orp —Carolyn Anderson ..... AMW
Cookbook Review —ltw-600-orp-ocra —Parris Green ..... TAG
Cook It Your Way —ltw-700-C12/DF/DNS/mail —Food Editors of Farm Journal ..... UNP
Cookin' Good —wknd-300-c-rdy ..... MCN
Cooking —ltw-200-mim —Norma Barash ..... JTA
Cooking Corner —ltw-600-igp/orp/mail/DF/DNS —Various Authors ..... CNS
Diet Gournet —ltw-var-orp —Yuonne Young Tarr ..... LAU
***Eat and Grow Younger** —24-part series-11x30"-orp/id —Lelord Kordel ..... SPE
Eat, Drink & Be Merry —w-600-man-C12-orp-ocra-P199-mail wire-DF-DNS —Robert J. Misch ..... WNS
Eat Heart-y —ltw-600-C12 —Jacqueline Margolese ..... ASI
Eat Right & Live Longer —12 part series-11x30"-orp/id —Lelord Kordel ..... SPE
Eat Up and Slim Down —14 part series-11x25"-orp/id —Lelord Kordel ..... SPE
Eat Your Troubles Away —15 part series-11x30"-orp/id —Lelord Kordel ..... SPE
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Famous Recipes —w-250/750-orp-igp-color —J. Sherrod ..... SBP
Food —ltw-700-wire —Craig Claiborne ..... NYT-NS
Food —w-var-wire —Jeanne Lesem ..... UPI
Food —ltw-igp-var —Peggy Read ..... EPS
Food & Dining —occ-500-man ..... IMN
Food & Fitness —S-700-man/C12/P199/wire/DF —Dr. Lawrence Power ..... LAT
Food Facts —ltw-var-orp/id —Staff ..... LUI
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Food Fancies —ltw-600-man —April Anastasi ..... ASC
Food for Americans —3tw-400-orp-tape-mail-wire/C12/P199 DF/DNS/igp/id —Aileen Claire ..... NEA
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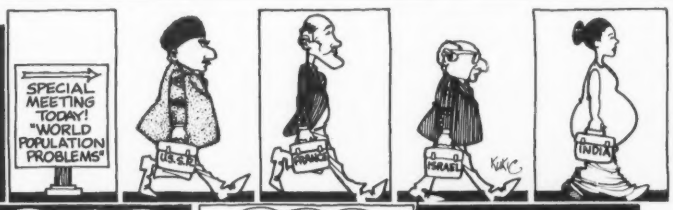

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Weekend Chuckle—S-25-man/C12—Beulah Collins ..... LAT
Wish I'd Said That—1tw-250-orp-C 12—Adrian Noskiddle ..... DFS
Would You Believe . . .?—1tw/5tw/7tw/cont-300/500/var-wire-orp- mail-id/igp—Fred Philcox ..... CDF

29—MAPS

Background Maps—1tw-450-mail/orp—Tom Hoge ..... APN
Daily & Weekly Crosswords—d/w-ps-orp/ill—C. Gordon ..... OPS
Games & Puzzles—1tw-qpt-orp/ill—Misc. Authors ..... OPS
Gemini Maps—1tw-var-orp ..... ITP
Maps—occ-var-orp-mail—Staff ..... NEA
Mini-Maps—3tw-10x3"/20x6"14x3½/28x7-igp/mail/wire— John J. Westley ..... DIS
The Christian Science Monitor News and Photo Service— 5tw-var-igp/orp/mail/C12/DF/DNS ..... RTS
Weather Maps & Forecast—d-7tw-wire ..... UPIN

30—MISCELLANEOUS COLUMNS

A Problem Today (Math Problems)w-150-orp—Ida Nettleton ..... SBP
About People—dexS-var-wire—Staff ..... UPI
Antique Wise—w-650-mim-igp-mail—Dorothy Hammond ..... CF
Apartment Living—m-25x25-orp-mail-wire ..... TVC
Art Alive—1tw-500-orp—J. Whitfield Gibbons ..... TWN
Arts—S-600-wire-DF/DNS—Byron Belt ..... NHN
As a Matter of Fact—2tw-300-man—Charlie Drum/Gary Galluzzo ..... UNI
Ask Anybody . . . Anything—1tw-600-man/C12/ocra/P199/mail/ wire/DF/DNS—Martin Alwyn ..... NAMA
Ask Ms. Natural—3tw-600-man—Clare Barrett ..... NAT
Astrology—w-500-orp—J. Naylor ..... SBP
Astrology Today—d/w-500-orp—Sybil Leek ..... SBP
Audiolab—w-300-xerox-mail—Gerald Rejskind ..... CWF
Beauty Tips From Hollywood—w-500-orp—Various Show Business Personalities ..... SBP
Behind The Scenes—w-19.5x10-orp-mail-wire ..... TVC
Bernstein On Words—tw-250-xerox-ocr/wire/DF/DNS Theodore M. Bernstein ..... NYT
Best Of Press—1tw-9½x7-orp—Lillian Hughes ..... EDC
Best of The Week—1tw-var-orp—Reprnnted Editorials ..... AMW
Black Press Service—d-var-C12/wire—Staff ..... BPS
Book Digest—w-ps-orp-ill—Misc. Authors ..... OPS
Brain Teasers Puzzles—w-opt-orp—Ali Hachel ..... OPS
Brain Twister (Educ. Word Game)—w/S-ps-orp—Almery Brown ..... OPS
By The Way—1tw-11x10-orp—Giles Clark ..... HSA
Can You Explain It?—1tw-500-orp-mail—Richard Russell ..... AFI
Car Cartoons—1tw-var-orp/ill—Various Artists ..... SBP
Career Corner—w-400-man-mail—Tom Williams ..... CF
Careers—3tw-450-man/C12/ocra/P199/DF/DNS/mail— Joyce Lain Kennedy ..... SFI
Cartoonology—1tw-200/500-orp-mail—Pedro R. Moreno ..... UCS
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons ..... OPS
Celebrities Speak—w-qpt-orp-ill—Misc. Authors ..... OPS
Christmas Stories—w-250/2,000-orp—Various Authors ..... SBP
City Editor's Tip Service—1tw-600-man—John Clift ..... LAT
Loping—1tw-500/700-orp—Joseph Cools ..... WLS
Courses by Newspaper—2xy-var-wire ..... UPI
Creative Crafts—w-450-mim-igp-mail—Dona Z. Milach ..... CF
Creative Crafts—1tw-500-igp—Dona Z. Meilach ..... MEI
Critic-At-Large—1tw-750-orp/mail/C12/P199/wire/DF/DNS/Ttape/igp— Norman Nadel ..... NEA
Cross-Country Genealogy—1tw-400-man/mail—Joan C. Gregurski ..... CCF
Crosswords—w-qpt-orp—Alan Foley ..... SBP
Daily Short Story—d-ps-orp-ill—Misc. Authors ..... OPS
Dan Carlinsky Column—occ-var-man/igp/mail—Dan Carlinsky ..... CAR
Dear Sally—w-150-orp—Sally Casey ..... OPS
Did You Know That (Facts)—ws-ps-orp-ill—F. Treadgold ..... SBP
Diplomatic Pouch—occ-700/1200-telex-mail— William R. Frye ..... FRY
Do It Yourself Home Repairs—1tw-750-orp-igp-color—C. Gordon ..... SBP
Editorial Research Reports—d/1tw-550/6,000-DF/DNS-mail— Hoyt Gimlin ..... CQ
Edith Carter—w-700-mail-igp—Edith Carter ..... NWR
Etc. & P.S.—occ-300-man—Irma Ganz Miller ..... SA
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Famous Short Stories—w-250/2,000-orp—Various Authors ..... SBP
Feature Story—1tw-500/1,000-id-orp-igp-mail— Bill Griffith, Reporter ..... GRF
Find The Errors (Puzzle)—1tw-S-ps-orp-F. Hayes ..... SBP
First Person Singular—2tw-650-mail/DF/orp—Rae Lindsay ..... APN
5 Minute Mysteries—w-500-orp—C. W. Walker ..... SBP
For The People—w-800-mail—Larry Moffitt ..... NWR
Fortune Teller—w-100-orp-ill—Margret Fulton ..... SBP
Free To All—1tw-250-mim-mail—Manny Levine ..... CWF
From Consumer Reports—3tw-600-orp/mail/C12/P199/wire/DF/ DNS/tape—Editors of Consumer Reports Magazine ..... NEA
Games & Puzzles—w-qpt-orp-ill—Misc. Authors ..... OPS
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Girl About Town—1tw-var-man—Nina Diamond ..... DIA
Global Reprort—m-600/1,500-xerox -mail ..... AWP
Golf Cartoons—w-qpt-orp-ill—Miscellaneous Authors ..... OPS
Grin and Repair It—1tw-600-C12/orp—Greg Phillips ..... CMF
Hands n' Frets—1tw/S-600-man-mail—Michael Leppert ..... RPT
Harambee Africa-News Service—w-var-mail ..... HAN
Hollywood Interviews—w-ps-orp—Miscellaneous Authors ..... OPS
Household Repair Dictionary—w/S-750-orp-igp—Kurt Singer ..... SBP
Household Scrapbook (Helpful Hints)—w-100-orp—Mary Craig ..... OPS
How Can I (Helpful Hints)—w-150-orp—Beth Lewis ..... OPS
Hurwitz On Education—2tw-500-mim-mail—Howard L. Hurwitz ..... CF
In America—occ-750-orp/mail/C12/P199/wire/DF/DNS/tape/igp— Various Authors ..... NEA
Insight—1tw-450-man/C12-ocra-/P199/mail/wire/DF/DNS— John Wykert ..... NANA
Interviews—cont-var-man—Staff ..... BAS
Kid Stuff—w-47.6x10-orp-mail-wire ..... TVC
Knight News Wire—7tw-var-wire/DF/DNS/igp ..... CTN
Leisure Time—1tw/S-600-igp—Mildred Gibson ..... CAI
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Liberated Male—1tw/S-750-man/mail—Jim Sanderson ..... SFI
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News Views —1tw-9½x8-orp —Staff ... EDC
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Our Mysterious World —1tw-var —George Cunningham-Tee ... SUN
Outdoor Life —w-qpt-orp-ill —Miscellaneous Authors ... OPS
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PBS Images —w-19.6f10-orp-mail-wire ... TVC
People Talk —dexS-var-wire—Staff ... UPI
Personal Computing —1tw-600-ocra-orp —John C. Dvorak ... TAG
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Random Time Machine —w-1,000-mim-mail —Doane Hoag ... CF
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Richard Cohen Column —2tw-800-mim-wire —Richard Cohen ... WPW
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Star Gazing —1tw-275/500-man —Robert E. Allen ... STG
Star Interviews —w-500/1,000-orp —June Finletter ... SBP
Strange Destinies (Occult) —w-600-orp —J. MacKlin ... SBP
Strength For the Day —6tw-125-mim-mail —Elisha Douglass ... CF
Teenage Driving Tips —w-500-orp —Jane Sherrod ... SBP
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Tele-Log TV Rolling Logs —dS-var-orp/mail ... TEL
Tennis Cartoons —w-qpt-orp-ill —Various Artists ... SBP
Terse Verse —w's-ps-orp —Anthony Carter ... OPS
The Business Roundtable —occ/sea-hp-pt-orp/id/mats—Staff ... GNB
The Family Forum —m-25x25"-orp-mail-wire ... TVC
The Fearless Spectator —w-600-C12-DF/DNS-mail —Charles McCabe ... CHR
The Game Room —1tw-350-mail —Roger Verhulst ... IPS
The Moral Angle —3tw-400-man/mail —William Lester ... LES
The Pet Parade —1tw-450/500-xerox —William Patterson ... PET
The Phoenix Nest —1tw-700-mail/orp —Martin Levin ... APN
The Teen Scene —m-25x25-orp-mail-wire ... TVC
The Wibberly Papers —1tw-750-C12-DF/DNS-mail —Leonard Wibberly ... CHR
The World of Money —1tw-300/500-man-C12-occ-igp —Susan Cherry ... DFS
The World of Steve Allen —1tw-400-mail —Steve Allen ... IPS
Tom Tiede/National correspondent —3tw-750-orp/mail/C12/P199/wire/DF/DNS/tape/igp —Tom Tiede ... NEA

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Video Vignettes —1tw-spv-man —Ted Julian ... AMF
Washington Siren —1tw-var-xerox-mail —Cyrene Dear ... DPR
Watch Your Language —w-350-mim-mail —Lydel Sims ... CF
We Americans —1tw-var-wire —Richard Crowald ... UPI
Weekend Adventures —1tw-500/750-man —Carole Terwilliger Meyers ... COP
Weekly Short Stories —w-ps-qpt-orp —Various Authors ... OPS
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Words Wit & Widsom —6tw-500-wire/DF/DNS/mail/man/orp/C12/P199—William & Mary Morris ... UFS
Words-Words-Words —3tw-250-C12/DF/DNS/mail —Michael Gartner ... RTS
World In Focus, The —1tw-700/800-telex-mail —William R. Frye ... FRY
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Your Preschooler —1tw-500-man-C12 —Carolyn Luetje ... DFS
You Can Fix It —w-100-ill-orp-igp —Walt Trag ... SBP
Zane Grey's Best Short Stories & Books —w-ps-bi-orp ... OPS

31—MOTION PICTURES

After Dark —1tw-600/750-orp-mail —Alan Joseph ... SPI
Beauty Tips From Hollywood —w-500-orp —Various Show Business personalities ... SBP
Broadway Ballyhoo —1tw-750/1,000-orp —Radie Harris ... HRS
Celebrity Interviews —occ-600-man/C12/orp/ocra/P199/mail/wire/DF/DNS—Cindy Adams ... WNS
Celebrity Interviews —occ-600-man/C12/orp/ocra/P199/mail/wire/DF/DNS-igp —Rebecca Morehouse ... WNS
Celebrities on the Couch —1tw-600-igp-orp-mail-DF/DNS—Dick Maurice ... CNS
CinemaScore —1tw-200-mail —CinemaScore Co. ... IPS
Coast To Coast —1tw-500-igp-orp-mail/DF/DNS —Dick Maurice ... CNS
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Coming Attractions —1tw-var-orp/id/DF/mail —Staff ... CIN
Cream Off The Top —1tw-hpt-mail —Norman "Otis" Richmond ... RIN
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Hollywood Interviews —w-ps-orp —Misc. Authors ... UPS
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Hollywood's Unsolved Mysteries —cont/15 part serial-man/ill —John Aqstin ... HIS
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Inside Hollywood —d/1tw-750/1000-man —John Austin ... HIS
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Los Angeles Times/Washington Post News Service —d-var-wire-DF/DNS ... LTWP
Marilyn Beck's Hollywood —8tw-600-wire/DF/DNS/mail/man/C12/P199 —Marilyn Beck ... UFS
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Rex Reed —S-1,000-C12/P199/DF/DNS/KNT/mail —Rex Reed ... CTN
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Scott's World —5tw-var—wire —Vernon Scott ... UPI
Showbeat —1tw-600-orp/mail/C19/P199/wire/DF/DNS/tape/igp—Dick Kleiner ... NEA
Show Biz —4tw-6tw-7800-ocr-DF/DNS ... KFS
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Congo Square —m-hpt-mail —Norman "Otis" Richmond ... RIN
County Happenings —w-9½x15-orp-mail-wire ... TVC
Country Music —1tw-500-orp —Peggy Russell ... TWN
Country Music —2tw-800-C12/DF/DNS/mail/igp —Jack Hurst ... CTN
Country Style News Service —1tw-var-man-igp ... CSN
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Hands n' Frets —1tw/S-man-mail —Michael Leppert ... RPT
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In Depth —w/tw-800-man-mail —James Riordan ... RPT
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Mighty Mixture —1tw-500/700-man —Gary Stevens ... SAG
Mod More List —1tw-var-man —Sheldon Rose ... JPS
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Music On Record —1tw-var-man-orp —Homer F. Edwards Jr. ... LNI
Music Update —2tw-700/var-man-igp-mail —Dick Kelleher ... RCR
Musical Notes —1tw-450/30½x6¼-orp —Jeff Lappe/Robert Righetti ... BAL
Notes on Music —S-cont-var-xerox —W. Sachs Gore ... PTF
On The Rocks —1tw-500-man-C12 —Warren Robak ... DFS
Platter Patter —w-250-mim-mail —Jeanne Harrison ... CF
Pop —S-600-wire-DF/DNS —Goerge Kanzler, Jr. ... NHN
Pop Idols —2tw/S-2c-orp —Brendan Boyd/Stan Drake ... UNP
Pop, Rock & Soul —w-800-igp'-mail —Irwin Stambler ... NWR
Pop Scene Service —1tw-var-wire/DF/DNS/mail/man/C12/P199 —Barbera Lewis ... UFS
Programmers Service —1tw-var-man —Sheldon Rose ... JPS
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The Scene —w-500-mim —Robert Edward Curtis ... GSM
The Vinyl Word —1tw-500-orp —Greg Allen ... IWN
Theme Song —1tw/m-400/500-mail —Steven P. Freedman ... TSE
Tune In —1tw-32xvar-orp-igp —Roberta Ashley ... SPS
Under Twenty —5tw-var/250/400/600-mim-igp-mail —Kurt Lassen ... CF
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Where Are They Today —1tw-500-orp —Jess Hoaglin ... TWN
World of Music —1tw-400-igp-orp/mail/DF/DNS—Robin Welles ... CNS

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The Silver Screen
by William Margold

William Margold has been an ardent movie fan for almost all of his 35 years in front of silver screens. His earliest recollection involving films include an incident in which he walked up to a screen and kicked a hole in it because the bad guy (in this case, Brer Fox) was about to do harm to the good guy (Brer Rabbit). Margold is still kicking holes in screens, but now he uses a typewriter. A motion picture film reviewer since 1969, Margold is based in Hollywood where he can feel the everyday pulsations of film production. Demanding nothing more than to be entertained ("If there's a message, that's nice, too.") by a movie. Margold ventures into each new movie-going experience with the highest of hopes. However those hopes are in many cases dashed on the celluloid rocks of inept direction, bad acting and dull writing.

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Criss-Cross—1tw-10½x5"-orp—Ronald McCullough ..... ARL
Crossword—1tw-22x8"-orp—John Risten ..... EDC
Crosswords—d-21.5x8"/21.5x6½"-orp-mail ..... NEA
Crosswords—w-qpt-orp—Alan Foley ..... SBP
Crossword Puzzle—1tw-20x5"-orp—Bernice Paschen ..... SM
Crossword Puzzle—1tw-19x6"-orp-mail—Staff ..... SF
Crossword Puzzle—w-2c-orp—Katie De Satta ..... MOR
Crossword Puzzle—d-22x8⅛"-mail/orp—Nina Cooper ..... APN
Crossword Puzzle—d-22x8⅛"-mail/orp—Nina Cooper ..... APN
Crossword Puzzle—1tw-7x3"-c-rdy ..... MCN
Eugene Sheffer ..... KFS
Crossword Puzzle with Cryptoquotes—6tw-2c-orp—Thomas Joseph ..... KFS
Crossword Puzzler—dS-21x7"/35x12"-orp-mail ..... UFS
Crosswordwise—1tw-30½x8½"-orp—R.R. ..... BAL
Cryptoquotes (Coded Quotations)—1tw-ps-man—A. House ..... SBP
Daily Crossword—d-2c-orp—Eugene Maleska ..... NYT
Dan Carlinsky Column—occ-var-man/igp/mail—Dan Carlinsky ..... CAR
Diagramless Puzzle—1tw-33x5½"-orp-mail—Staff ..... UFS
Did You Know?—1tw-23x5"-orp—John Jarvis ..... CSP
Dr. Crane's Quiz—dS-2c6"-mim—Dr. George W. Crane ..... HPS
Dot-To-Dot—1tw/S-ps-orp/ill—Earl Engleman ..... SBP
Dot-To-Dot Monster Puzzle—w/S-ps-orp-ill—W. Trag ..... SBP
Drawing Is Fun—wS-ps-orp-ill—W. Trag ..... SBP
Drop-a-Quip—1tw-61x3½"-man/C12—N. Dickson ..... DFS
Factual Crime Stories—1tw-500-orp—J. Haines ..... SBP
Famous Tongue Twisters—w-100-mim—Misc. Authors ..... SBP
Find It—1tw-20x4½"-orp—Andra Cory ..... SM
Find The Errors (Puzzle)—1tw/S-ps-orp—F. Hayes ..... SBP
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Fun & Games Picture Puzzles—w-S-ps-orp—W. Trag ..... SBP
Fun Bug—1tw-20x4½-orp—Howard Rands ..... SM
Fun With Figures—6tw-var-orp—J. H. Hunter ..... SUN
Funland—S-hps-tps-qps-pt-hpt-orp/mail—Art Nugent ..... UFS
Games & Puzzles—w-qpt-orp-ill—Misc. Authors ..... OPS
Garbles—6tw-10.5x6"-orp—Pat & Ron Dubren ..... FUN
Giant Crossword—1tw-7c7"-orp ..... ITP
Hidden Picture Puzzles—1tw-S-ps-orp-ill—Walt Trag ..... SBP
Info Puzzle—m-20.6x4½"-orp/mail/wire ..... TVC
In-Quiz-Itive Gourmet—1tw-750-man—Malcolm Hebert ..... FET
It's A-Maze-Ing—1tw-ps-orp-ill—F. Treadgold ..... SBP
It's on the Tip of My Tongue—1tw-350-man-igp—mail—Dan Carlinsky ..... CAR
Jumble—7tw-d-21x4-13/16", S-21x7⅛"-orp—Bob Lee & Henri Arnold ..... CTN
Junior Jumble—1tw-21x5¾"-bw/color-orp—Bob Lee & Henri Arnold ..... CTN
Juvenile Picture Crosswords—1tw-ps-ill/orp—W. Tragg/E. Engleman ..... SBP
Kid Stuff—w-47.6x10"-orp-mail-wire ..... TVC
Kids Korner—wknd-3¼x3¼"c-rdy—Jesse Jacobs ..... MCN
Ladder-Word Puzzle—1tw/cont-25x4½"/25x5"—N. Dickson ..... DFS
Late Show—1tw-250/20x5¼"-orp—Robert Righetti ..... BAL
Little People's Puzzle—dS-21x4¼"-orp-mail—Leo White ..... UFS
Los Angeles Times Crossword Puzzle—dS-21x3½"/31x5"-orp—Margaret Farrar ..... LAT
Magic Word—1tw-4¼x3½"-c-rdy ..... MCN
Marvelous Fun & Games—S-tps-hps-orp-mail—Owen McCarron ..... RTS
Mathword Puzzle—1tw-27x6"-orp—J. V. Richardson/N. Dickson ..... DFS
Mazes—w/S-ps-orp—Various Artists ..... SBP
Mazes Galore—w-ps-orp—W. Quinn ..... OPS
Memory Quiz—6tw-125-mail—Donald Saltz ..... QUF
Minit Doodle—d-10.2x2⅝"-orp—Louis Magila ..... AF
Modern Sherlock Holmes (Mini Mysteries)—w-500-orp—Jane Sherrod Singer ..... SBP
National Challenge—w-800-C12/DF/DNS/mail—J. Baxter Newgate ..... CTN
National Observer Crossword Puzzle—1tw-var-orp-mail—Charles Preston ..... RTS
New York News Crossword—6tw-2c8½"-orp—Herb Ettenson, Editor ..... CTN
Number Game—d/1tw-2cx1½"-orp—Ed Jerome ..... AF
Numbers Game—6tw-orp—Ken Michaels ..... SUN
Playspace—dS-22x7"-orp—Allen Bragdon/Len Fellows ..... NYT
Premier Crossword Puzzle with Cryptoquips—S-3c-orp—Jo Paquin ..... KFS
Prize Crosswords—1tw-21x3½"-man-mail—Staff ..... UFS
Prizeweek Puzzle—1tw-21x3½"-man-mail ..... UFS
Puzzle Cards—2tw-3c5¼"-orp-mail—Steve Ryan ..... CNS
Puzzles Just For You—1tw/S-ps-orp/ill—Earl Engleman ..... SBP
Quote-Acrostic—S-17x6"-orp—Charles Preston ..... LAT
Ringaround Word Games—w-qpt-orp—Jack Fitch ..... OPS
Rock Trivia—1tw/S-600-man/igp/mail—James Riordan ..... RPT
Say What You See!—dS-21x4¾"-orp/id/mail—A. David Kahn ..... KAH
Scrabbler-Grams—ds-20.6x5"-orp-mail—Judd Hambrick ..... UFS
Scram-Lets—dS-2cx4¾"-orp—Clay Pollan ..... MCN
Scramble Steps—cont-25x5½"-orp—CJB, Jr. ..... BAS
Seek & Find—6tw-3½x4"-orp ..... CRO
Solve-A-Crime—w-500-orp—C. Gordon ..... SBP
***Spanish Crossword Puzzle**—d-2c-orp—Ramos ..... KFS
***Spanish Crossword Puzzle**—d-2c-orp—Alfaro ..... KFS
Sportography—dS-20x4¼"-orp-mail—Jim Barnes ..... UFS
Sports Flashback—6tw-10x3¾-ing-mail—C. H. Murfin ..... MUR
Sports Quiz-Cross—w-2c5½"-orp—Al Power ..... YPL
Sportscramble—S-2c4"-orp—Leo White ..... WHI
Sportsword—1tw-1c-c-rdy ..... MCN
StarGazer—dS-2cx4½"-orp—Clay Pollan ..... MCN
Starship—ds-hps-orp—Staff ..... TSS
Sunday Crossword—S-4c-orp—Eugene Maleska ..... NYT
Sunday Crossword—S-45x5⅝"-mail/orp—Chet Currier ..... APN
Sunday Puzzle Page—S-pt-orp-mail—Staff ..... UFS
Teaser & Cryptogame—1tw-9½x5"-orp—Lee Simpson ..... BAL
Televisage—1tw-3½x6"-orp—Don Burchett ..... CRO
Teleword—1tw-21x3½"-orp—Jo Ouellet ..... LAT
Test Your Horse Sense—7tw-100-C12/DF/DNS/mail—Chester Allen Marshall ..... CTN
The Daily Crossword—6tw-2c9"-orp—Herb Ettenson, Editor ..... CTN
The Maze—6tw-21xvar-orp—Susan Wilson ..... WLS
The Name Game—cont/d&S-var-id/orp—Ken Heckt ..... NGC
The Sunday Crossword—S-pt-orp—Herb Ettenson, Editor ..... CTN
Theme Crosswords—1tw-30x10½"-hpt-orp-mail—Staff ..... UFS
Think Spot 3-in-1 Puzzle—1tw-21x3½"/18x3"-orp ..... AF
Tigo Puzzles—d-19x3.5"-c-rdy—E. C. Marzo ..... WAR
Today's Crossword—dS-d-21x8½"/S-35x12"-orp-mail ..... UFS
Tongue Twisters—1tw-100-orp—Misc. Authors ..... SBP
Trivia—6tw-80-mim-mail—Randy ..... CF
Trivia Quiz—1tw-350-man/igp/mail—Dan Carlinsky ..... CAR
Trivia Quiz—6tw-125-mail—Donald Saltz ..... QUF
Trivia Teasers—1tw-23.5x4¾"-orp/mail/id—Gene Herndon ..... UFS
TV Crosswords—1tw-33x7¾"-orp-mail—Staff ..... UFS
TV IQ—w-20.6x7"-orp-mail-wire ..... TVC
TV Puzzle—w-34.6x5½"-orp-mail-wire ..... TVC
TV Starscramble—S-2c8"-orp—Staff ..... WHI
TV Starscreen Puzzle—1tw-21.5x7"-orp/mail/id—Al Kilgore ..... UFS
TV Teaser—1tw-33x4¾"-orp-mail—Staff ..... UFS
VI Puzzle—cont-20½x4⅜"-orp—Jack Moser ..... PCF
Visage—1tw-3½x6"-orp—Don Burchett ..... CRO
Weekly Bingo—1tw-19x4½"/27.5x6¾"-orp/mail—Professor Metaphor ..... SF
Whizword—d-20.3x6½"; S-hpt-tps-orp-mail ..... CWF
Who Knows?—1tw-9½x6"-orp—Staff ..... EDC
Wiggly-Word Puzzle—1tw-56x6"-orp—N. Dickson ..... DFS
Wonderword—dS-21x3½"-hpt-tps-orp—Jo Ouellet ..... LAT
Word Cage—1tw-19x7½"-orp/mail—Tracy St. John ..... SF
Word Cross—1tw-33x5½"-orp-mail—Staff ..... UFS
Word Game—dS-300-orp/mail/wire/DF/DNS—Kathleen Saxe ..... UFS
***Wordplay**—d-lc-orp ..... KFS
***Word Sleuth**—6tw-2c-orp ..... KFS
Words & Meanings—1tw-20x4½"-orp—Dorothea Coates ..... SM
Words, Wit & Wisdom—6tw-500-wire/DF/DNS/mail/man/orp/C12/P199-tt-mail-tape-tel—William & Mary Morris ..... UFS
Wordy Gurdy—dS-d-21x4¼"/S-tps-qps-hpt-orp/mail—Tricky Ricky ..... UFS
You Be The Judge—d-150-man—Ritter & Levine ..... LEG
You're The Detective—1tw-350/30½"x5"-orp—E.K. ..... BAL
Zany Crossword Puzzle—1tw-var/40x6¼"e.g.-orp/C12—N. Dickson ..... DFS-RGA
Zig Zag—2tw-2c5¼"-orp-mail—Steve Ryan ..... CNS

41—RADIO AND TELEVISION

AP-TV Day Listing Service—d/w-var-orp-wire-mail-tape ..... CAS
As It Happened—special fea-5 parts/1,500 wds ea-C12/mail/igp—William S. Paley ..... DDS
Ask TV Scout—5tw-200-wire/Df/DNS/mail/man/C2/P199—Joan Crosby ..... UFS
Assignment: Television—1tw-600-C12/Df/DNS/mail—Terrence O. Flaherty ..... CHR
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Celebrities On the Couch—1tw-600-igp/orp/mail/DF/DNS—Dick Maurice ..... CNS
Celebrities Speak—w-qpt-orp-ill—Misc. Authors ..... OPS
Celebrity Interviews—occ-600-man/C12/orp/ocra/P199/mail/wire/DF/DNS—Cindy Adams ..... WNS
Channel Chatter—1tw-500-orp—Phyllis Maxwell ..... TWN
Channel One—d-43x1¾-orp/mail—George Breisacher ..... UFS
Coast to Coast—1tw-500-igp/orp/mail/DF/DNS—Dick Maurice ..... CNS
Consumer Can Control—1tw-var-orp—Staff ..... AMW
Cream Off The Top—1tw-hpt-mail—Norman' "Otis" Richmond ..... RIN
Daytime Dial—2tw-750-wire-ocr-mail—Lynda Hirsch ..... FNS
Dialing Around—1tw-pt-man—Ruth Thompson ..... DIC
Dick Kleiner—1tw-750-orp/mail/C12/P199/wire/DF/DNS/tape/igp—Dick Kleiner ..... NEA
Dot-To-Dot Monster Puzzle—1tw/S-ps-orp/ill—W. Trag ..... SBP
Entertainment Whirl—1tw-var-man—Chas. J. Brand ..... BAS
Famous Recipes—w-250/750-orp-igp-color—J. Sherrod ..... SBP
Finish The Picture Puzzle—1tw-S-ps-orp/ill—W. Trag ..... SBP
Flicks Movie Column—w-600/2c10-orp/ill/mail/wire ..... CAS
Gary Deeb—3tw-600-C12/DF/DNS/KNT/mail—Gary Deeb ..... CTN
Gossiping with Jill Jackson—wknd-500-c-rdy—Jill Jackson ..... MCN
Hollywood/Ask Dick Kleiner—1tw-600-orp/mail/C12/P199/wire/DF/DNS/tape—Dick Kleiner ..... NEA
Hollywood Hotline—5tw-500-man/C12/ocra/P199/mail/wire/DF/DNS—James Bacon ..... NANA
Hollywood Hotline—5tw-600-wire/DF/DNS/mail/man/C12/P199—James Bacon ..... UFS
Hollywood Interviews—w-ps-orp—Misc. Authors ..... OPS
Home Entertainment (Stereo, Audio, TV)—sea-var-c-rdy ..... FA
In Depth—1tw-S/600-man/mail/igp—James Riordan ..... RPT
It's A-Maze-Ing—1tw-ps-orp/ill—F. Treadgold ..... SBP
Jerry Krupnick Column (No Title-Television)—occ-var-wire/DF/DNS—Jerry Krupnicck ..... NHN
Juvenile Picture Crosswords—**tw-ps-orp/ill—W. Tragg/E. Engleman** ..... **SBP**
Knight News Wire—7tw-var-wire/DF/DNS/igp ..... CTN
Lifestyle Package—1tw-var-wire—Staff ..... UPI
Marilyn Beck's Hollywood—8tw-600-wire/DF/DNS/mail/man/C12/P199—Marilyn Beck ..... UFS
Marvin Kitman Show—2tw-600-man/C12/wire/DF—Marvin Kitman ..... LAT
Mazes—w/S-ps-orp—Various Artists ..... SBP
Mighty Mixture—1tw-500/700-man—Gary Stevens ..... SAG
MODmor List—1tw-var-man—Sheldon Rose ..... JPS
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Off Camera TV Column—w-600-2c10-orp-ill-mail-wire ..... CAS
On The Air—3tw-800-mim/mail—Tom Shales ..... WPW
One on One TV Sports Column—w-600-2c10-orp-ill-mail-wire ..... CAS
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Prime Time Tips—1tw-600-man/C12/wire/igp/DNS/DF—Paul Henniger ..... LAT
Programmers Service—1tw-var-man—Sheldon Rose ..... JPS
Religious News Reporter—1tw-2700-mim-mail ..... RNS
Rockasters List—1tw-var-man—Sheldon Rose ..... JPS
Showbeat—1tw-600-orp/mail/C19/P199/wire/DF/DNS/tape/igp—Dick Kleiner ..... NEA
Show Biz—4/6tw-2,800-ocr/orp/DF/DNS ..... KFS
ShowTime—1tw-var-orp/mail/igp—Phil Pastoret ..... UFS
Shull's Column—3tw-400-mail—R.K.Shull ..... IPS
Shull's Mailbag—6tw-250-mail—R.K.Shull ..... IPS
Soap Opera Scene—1tw-600/850-ocr/ill/DF/DNS—Steven H. Scheuer ..... KFS
Spot News Features—d-/1tw/m-800/1000/var-telex-wire-mail-phone—R.L. Queen/B.A. Queen ..... PWF
Star Interviews—w-500/1000-orp—June Finletter ..... SBP
Star Scramble Crossword—1tw-2c/10-orp/ill—Leo White ..... CAS
Tee Vee Laffs—d-10x2½-orp/mail—Cliff Rogerson ..... UFS
Tele-Log Grids—dS-var-orp/mail ..... UFS
Tele-Log Local Listings—dS-var-orp/mail ..... UFS
Tele-Log Rolling Logs—dS-var-orp/mail ..... UFS
Tele-Log TV Features—dS-var-orp/mail/igp/id ..... TEL
Tele-Log TV Grids—dS-var-orp/mail ..... TEL
Tele-Log TV Local Listings—dS-var-orp/mail ..... TEL
Tele-Log TV Rolling Logs—dS-var-orp/mail ..... TEL
Television Highlights—1tw-pt—Francis M. Knox ..... DIC
Television in Review—d-var-wire—Joan Hannauer ..... UPI
TeleVisions—1tw-750/1,000-orp-Richard Hack ..... HRS
The Los Angeles Times/Washington Post News Service—d-var-wire/DF/DNS ..... LTW/P
The Private Eye—1tw-750-orp/mail/C12/P199/wire/DF/DNS/tape/igp—David Handler ..... NEA
Trivia Teasers—1tw-23.5x4¾-orp/mail/id—Gene Herndon ..... UFS
Tune In Tomorrow—3tw-600-wire/DF/DNS/mail/man/C12/P199/igp—John-Michael Reed ..... UFS
TV Booklets—1tw-pt-hpt-hps-hpv-porp/mail ..... UFS
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TV Commentary—1tw-22½x5-orp—Bente Christensen ..... EDC
TV Data Grids—ds-var-orp/mail/wire/DF/DNS ..... UFS
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TV Data Rolling Logs—dS-var-orp/mail/wire/DF/DNMS/tape ..... UFS
TV Film Source Service—an-bl-mail ..... UFS
TV Key Previews—7tw-400/600-igp/ocr/DF/DNS—Steven H. Scheurer And Staff ..... KFS
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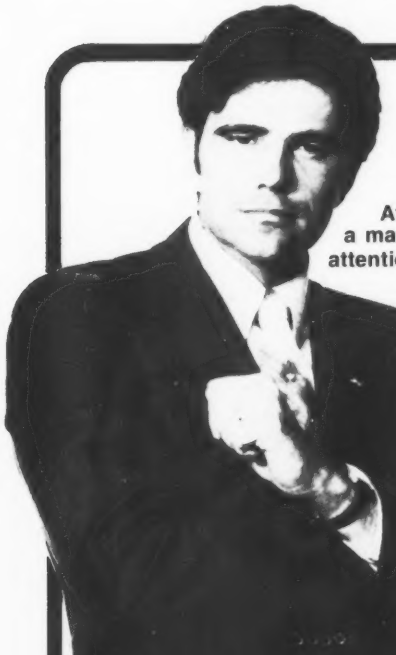
TV Magazine—1tw-sup-orp ..... TAP
TV Mailbag—1tw-300-orp-mail/DF/DNS—Thom Mead ..... CNS
TV Mailbag/Question/Answer—w-var-orp-ill-mail-wire ..... CAS
TV Mailbag/TV Keynotes—6tw-400/600-igp-ocr-/DF/DNS—Stephen H. Scheuer ..... KFS
TV Parade—1tw-450-orp-mail—Joan Crosby ..... SF
TV Profile—1tw-var-wire—Vernon Scott ..... UPI
TV Reviews—occ-500/750-orp—Gail Williams/David Wisley ..... HRS
TV Scout—d-var-wire/DF/CNS/mail/man/C12/P199/igp—TV Scout Staff ..... UFS
TV Scout Reports—5tw-300-wire/DF/DNSj/mail/man/C12/P199—Staff ..... UFS
TV Scout Sketches—5tw-500-wire/DF/DNS/mail/man/C12/P199/igp—Dick Kleiner ..... UFS
TV Spotlight—1tw-10pt-orp/mail/igp/id—Staff ..... UFS
TV Spotlight Features—1tw-var-orp/mail/igp/id ..... UFS
TV Spotlight Photos—1tw-var-orp/mail/igp ..... UFS
TV Supplements—1tw-pt-hps-hpt-hpv-orp/mail ..... UFS
TV Supplements—1tw-pt-hpt-hps-hpv-orp-mail—TV Supplements ..... **TVW**
TV Time/TV Day (Features Service)—w-var-orp-mail-wire ..... CAS
TV Time/TV Day (Magazine Service)—w-var-man ..... CAS
TV Timeline Gossip Column—w-500-2c10-orp-ill-mail-wire ..... CAS
TV View—dS/w-pt-orp—Francis M. Knox ..... DIC
TV Week—1tw-10pt-orp/mail/igp/id ..... UFS
TV Week Features—1tw-var-orp/mail/igp/id ..... UFS
TV Week Photos—1tw-var-orp/mail/igp ..... UFS
Various Titles—occ-500/700-C12/mail/DF/DNS—Don Freeman ..... CNS
Various Titles—w-2500-igp/color xerox-mail—Colin Dangaard ..... INF
View—dS/w-pt-orp—Frances M. Knox ..... DIC
Watching TV—1tw-250/20x5"-orp—Richard Sullivan ..... BAL
Week's Best Viewing, Preview Column—1tw-600/2c10"-orp/ill/mail/wire ..... CAS
Women In Media—1tw/S-600-man/igp/mail—Joy Gaston ..... RPT
You, Your Child, and Entertainment—1tw-500-mim/mail—David Nydick ..... DAN

42—RELIGION

A Little Prayer—dS- 11 x 1¼"-orp—Mary Alice Bennet ..... AF
Altar Stairs—dS-150/2c4"-mim—Dr. John Kirkpatrick ..... HPS
American News Report—1tw-500-mim—Ben Gallob ..... JTA
Ask Ruth Carter Stapleton—7tw-400-C12/DF/DNS/mail—Ruth Carter Stapleton ..... UNP
Baptist Press Features—5tw-var-mim—James Lee Young ..... BAP
Bible Briefs—1tw-11x5"-orp—Mike Bennett ..... CSP
Bible Crostic—1tw-21.5 x 6"-orp—Ray Helle ..... CF
Bible Verse—1tw-9½x3½"-orp—Staff ..... EDC
Candle and Mirror—d-100-mim—Fred Dodge ..... MM
CBN Corner—w-19x5x12"-orp-mail-wire ..... TVC
Church Page—w-4c-orp—Gus Wood ..... MOR
Crossroads—10 part series-700/900-C12/orp—Dr. Ned Rosenbaum/Mary Helene Rosenbaum ..... CMF
Daily Bread—dS-300-man/C12—Rev. A. Purnell Bailey ..... LAT
Daily News Reports—5tw-17,500-mim-mail—Staff ..... RNS
Faithfully Yours—3tm-1000-man-mail—Rev. N.R.H. Moor ..... MCF
Feature Story—1tw-500/1,000/orp/id/igp/mail—Bill Griffith, Reporter ..... GRF
Foresight—2am-1,500-man—Rev. W.A. Heins ..... HEI
Happier Living—1tw-300-man—Phyllis Mitchell ..... MIT
Heins Religious News Service—1tw-900-man—Rev. W.A. Heins ..... HEI
Inside Religion—wknd-500-man—Rev. Lester Kinsolving ..... MCN
Inside TV—wknd-300-c-rdy—Joey Sasso ..... MCN
It's Possible—5tw-150; S-500-orp-tape-mail-wire/C12/P199 DF/DNS—Rev. Robert Schuller ..... NEA
Jewish Quiz Box—1tw-300-mim—Rabbi Samuel J. Fox ..... JTA
Know Your Faith (Adult Rel. Ed.)—1tw-5/6 articles-600/750 each) igp-wire—Various Authors ..... NCF
Let's Talk—1tw-450/650-orp/mail/DF/DNS—Rev. Lee Truman ..... CNS
Living Scriptures—1tw-22x4½"/33x6¾"-orp—Jack Hamm ..... SM



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Memo To Caesar—dexS-sea-1c8"-mim—D.K. Woodman ..... HPS
My Answer—7tw-300-C12/P199/DF/DNS/mail —Billy Graham ..... CTN
News Stories—occ-var-man ..... LUT
Parson Jones—wknd-300-c-rdy—Rev. Jones ..... MCN
Photo Service—5tw-igp-mail ..... RNS
Phyllis Mitchell's Column—1tw-900-man—Phyllis Mitchell ..... MIT
Power Within—1tw/S-600-man/mail—Patricia Schneider ..... RPT
Pungent Prayer—1tw-21x 7 "-orp—Phil E. Pierce ..... PUN
Question Box—1tw-var-wire-mail—Father John Dietzen ..... NCF
Rabbi Greenberg—2tw-450-man—Rabbi Sydney Greenberg ..... GME
Religion and the Times—1tw-750-mail—Jesse H. Merrell ..... MER
Religion In America—1tw-var-wire—David Anderson ..... UPI
Religion in Review—1tw-2,700-mim-mail—Staff ..... RNS
Religion—1tw-550/700-C12/orp/mail/DF/DNS —Various Authors ..... CNS
Religious Drawings—1tw-21½x4⅜"/32½x6⅝"-orp/mail —Jack Hamm ..... REL
Religious News Reporter—1tw-2,700-mim-mail—Staff ..... RNS
Silver Lining—1tw-400-mim—Rabbi Samuel Silver ..... SAF
60 Second Sermons—5tw-200-mim—Fred Dodge ..... MM
Strength For The Day—6tw-125-mim-mail—Elisha Douglass ..... CF
Sunday School Lesson—1tw-650-mim-mail—Elisha P. Douglass ..... CF
Sunday School Lesson—m-22x7"-orp—Mrs. J. R. Waller ..... EDC
Support The Church—w-¾/5c-orp—G. Walton Lindsay ..... KEA
Terse Verse—w/S-ps-orp—Anthony Carter ..... OPS
The Bible Speaks—1tw-11x8"-orp—Rev. L. Althouse ..... CSP
The Country Parson—1tw-11x21½"-orp—Frank Clark ..... SM
The Illustrated Bible—1tw-4c-ill-orp ..... KFS
The Jewish Future—1tw/m-1000-mail—Alan Caruba ..... INP
The Los Angeles Times/Washington Post News Service— d-var-wire/DF/DNS ..... LTWP
The Week in Religion—1tw-1,000-mim-mail—Staff ..... RNS
The Word of God—d-var-orp—Various ..... PRB
Things that Matter—1tw-700-wire/DF/DNS/mail/man/C12/P199 — George Plagenz ..... UFS
2 Minute Meditation (Religious)—w-150-orp—A. Blake ..... SBP
Year in Religion—an-3,000-mim-mail—Staff ..... RNS
You In the Church-The Church In You—1tw-52x12"/40x9½"-orp/ mail—George W. Lindsay ..... WIL
Your Life and Mine—1tw-300-man—Phyllis Mitchell ..... MIT

43—RETIREMENT; SENIOR CITIZENS; VETERAN AFFAIRS

A Time To Live—1tw-700-C12/DF/DNS/mail —Bob Walton ..... UNP
At Your Service—6tw-var-mail—Staff ..... ARM
Dear Senior Citizen—1tw-500/600-mim—Margaret Hansen-Sturm ..... MHS
***Eat & Grow Younger**—24 part series 11x30"-orp/id—Lelord Kordel ..... SPE
Eat Right & Live Longer—12 part series-11x30"-orp/id —Lelord Kordel ..... SPE
Eat Your Troubles Away—15 part series 11x30"-orp/id —Lelord Kordel ..... SPE
Feel Young Again—24 part series-11x30"-orp/id—Lelord Kordel ..... SPE
Golden Years—S-700-man/C12/P199/wire/DF —Beulah Collins ..... LAT
Growing Older—1tw-600-orp/mail/C12/P199/wire/DF/DNS/tape —Lou Cottin, Harold Blumenfeld ..... NEA
Harvest Time of Life—sm-300/500-mim—Charles Rehns ..... REH
Heartline—2tw-500-ocr/wire/mail—Charles Musick ..... FNS
Mainly For Seniors—1tw-400/600-orp-mail/DF/DNS—John T. Watts ..... CNS
Mature World—1tw-500-orp—Helen Lund ..... TWN
Prime Time—w-750-orp-mail—Cy Brickfield ..... ARP
Senior Citizens—1tw-23x4"-orp—Patrick Dudgeon ..... CSP
Senior Forum—5tw-400-man/C12—Paul Hightower ..... LAT
Senior Update—1tw-450-orp-mail—Vivienne Bodeau ..... SF
Seniors—1tw-2ps-orp-mail—Saul Larks ..... CAP
Stay Alive Longer—21 part series 11x30"-orp/id —Lelord Kordel ..... SPE
The Best Years—1tw-750-man—Sidney Ascher ..... ASC
The Los Angeles Times/Washington Post News Service— d-var-wire/DF/DNS ..... LTWP
The Years Ahead—m-25x25"-orp-mail-wire ..... TVC
The Years Ahead—1tw-600-man/C12/orp/ocra/P199/mail/wire/DF/DNS —Ghita Levine ..... WNS
Time Of Your Life—2tw-700-wire/DF/DNS/mail/man/orp/C12/P199 —Jack Smith ..... UFS
Trying Retiring—13 part series-700-C12/orp —Wilma Willis Gore ..... CMF
Your Social Security—1tw-350-orp-mail-DF/DNS ..... CNS

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43A—SCIENCE and TECHNOLOGY

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Energy Alterations—1tw-500-man—A. McGuire & Various people ..... SCG
Exploring The Universe—1tw-500-C12/DF/DNS/mail —Astronomy Column Associates ..... CHR
Feature Story—1tw-500/1,000-orp/id/igp/mail —Bill Griffith, Reporter ..... GRF
Footnotes—1tw-48x3¼"-orp/mail—Larry Gonick ..... RIP
How It's Made and Functions—1tw-var-orp/id—Staff ..... LUI
Human Side Of Science—1tw-var-orp/id—Staff ..... LUI
In Outer Space—1tw-500-man/id/mail—Terence Dickinson ..... DIT
Medical News (9 articles)—1tw-50/600-mail/igp —Staff & Freelance ..... IMTS
Promising Patents and Products—1tw-orp/id—Staff ..... LUI
Science Fiction Bookshelf—1tw-500-orp—George Earley ..... TWN
Science In The Service of Man—1tw-750-man—Waldo T. Boyd ..... FET
Science Today—tw-var-wire—Al Rossiter, Jr. ..... UPI
Update—1tw-700-C12/orp—Staff ..... CMF

44—SERIALS

Alladin And His Magic Lamp—d-500/5½x2"-orp—Mahmood Ahmad Qazi ..... PAK
As It Happened-special fea—5 parts/1,500 wds each-C12/igp/mail—William S. Paley ..... DDS
Best Sellers (Fiction & Non Fiction)—1tw-hpv-pt-bl-orp/book form —Various Authors ..... SBP
Book Digest—w-ps-orp-ill—Misc. Authors ..... OPS
Christmas Stories—w-250/2,000-orp—Various Authors ..... SBP
Corporate Stress—special fea-4 parts/1,000 wds each-C12/mail —Rosalind Forbes ..... DDS
***Eat and Grow Younger**—24 part series-11x30"-orp/id —Lelord Kordel ..... SPE
Eat Right & Live Longer—12 part series-11x30"-orp/id —Lelord Kordel ..... SPE
Eat Up and Slim Down—14 part series-11x25"-orp/id —Lelord Kordel ..... SPE
Eat Your Troubles Away—15 part series-11x30"-orp/id —Lelord Kordel ..... SPE
Famous Short Stories—w-250/2,000-orp—Various Authors ..... SBP
Feel Young Again—24 part series-11x30"-orp/id—Leolord Kordel ..... SPE
Flower of Baqauli—d-500/5½x2"-orp—Mahmood Ahmed Qazi ..... PAK
How To Be An Assertive Listener—10 part series-750-C12/orp —Dr. Baxter Greeting/Corinne Greeting ..... CMF
Life Stress—special fea-4 parts/1,000 wds each-C12/mail —Rosalind Forbes ..... DDS
Make People Like You—18 part series-11x25"-orp/id —Lelord Kordel ..... SPE
Our Vanishing Liberties—15 part series-11x30"-orp/id —Omar V. Garnson ..... SPE
Parents Survival Kit—special fea-8 parts/1,200 wds each-C12/mail —Helen Bottel ..... DDS
Privacy—special fea-5 parts/1,200 wds each-C12/mail —Robert Ellis Smith ..... DDS
Reader Specials—m-var-ill/ocr/DF/DNS —Various Authors ..... KFS
Sexual Shakedown—6-part series/1,000 wds-C12—Lin Farley ..... ASI
Sindbad—d-500/5½x2"-orp —Mahmood Ahmad Quazi ..... PAK
Spotlite Service—1tw-var-man/mail/wire/DF/DNS ..... UFS
Stay Alive Longer—21 part series-11x30"-orp/id—Lelord Kordel ..... SPE
The Amy Vanderbilt Complete Book of Etiquette —12 part series/800 wds-C12—Letitia Baldridge ..... ASI
The Crime Victim's Book—6-part series/1,250 wds-C12 —Morton Bard/Dawn Sangrey ..... ASI
The Male Mid-Life Crisis—special fea-5 parts/1,500 wds each-C12/mail —Nancy Mayer ..... DDS
Timely Book Serializations—2tw-10,000-man/C12 ..... LAT
Tribune News Specials—occ-5,000-C12/DF(DNS/mail ..... CTN
***True Crimes & Mysteries**—1tw-1,000-lc/ill ..... KFS
Trying Retiring—13 part series/700 wds-C12/orp —Wilma Willis Gore ..... CMF
Zane Grey's Best Short Stories & Books—w-ps-bl-orp ..... OPS

45—SHORT STORIES

Best Sellers (Fiction & Non-Fiction)—1tw-hpv-pt-bl-orp/book form —Various Authors ..... SBP
Book Digest—w-ps-orp-ill—Misc. Authors ..... OPS
Christmas Stories—w-250/2,000-orp—Various Authors ..... SBP
Famous Short Stories—w-250/2,000-orp—Various Authors ..... SBP
5 Minute Mysteries—w-500-orp—C. W. Walker ..... SBP
Random Time Machine—1tw-1,000-mim/mail —Doane Hoag ..... CF
Solve A Crime—w-500-orp—C. Gordon ..... SBP
Two Minute Mysteries—300-mim—Donald J. Sobol ..... TM
Weekly Short Stories—w-ps-qpt-orp—Various Authors ..... OPS
Zane Grey's Best Short Stories & Books—w-ps-bl-orp ..... OPS

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An Astrological Guide to Buying A New Car—occ-1500/ps id-mail—Marian Futterman/Joanne C. Jarvis ..... AST
Choosing Your Horse By Astrology—occ-1500/ps-mail —Marian Futterman ..... AST
Christmas Stories—w-250/2,000-orp—Various Authors ..... SBP
City Editor's Tip Service—1tw-600-man—John Clift ..... LAT
Corporate Stress—special fea-4 parts/1,000 wds each-C12/mail —Rosalind Forbes ..... DDS
Crime Report—1tw-750-man—John Palmer/Jack Waugh ..... FET
Dan Carlinsky Column—occ-var-man/igp/mail—Dan Carlinsky ..... CAR
Facing South—1tw-700-C-rdy/id—Various Writers ..... FAC
Girl About Town—1tw-var-man—Nina Diamond ..... DIA
Growing Up Around the World—1tw-500-orp—Thomas Majerski ..... TWN
Holiday Preparedness—sea-var-orp-mail—Staff ..... NEA
Horizons—1tw-var-wire—Staff ..... UPI
How Compatible Are You With Your Pet?—occ-1500/ps-mail —Marian Futterman ..... AST
International Decade of Women & Its Hidden Politics— 1tw-1,500-mim-ocr-igp—Trudy Mulcahy Howard ..... HOW
Judy Bachrach—occ-1,000-C12/DF/DNS/mail —Judy Bachrach ..... UNP
Knight News Wire—7tw-var-wire-DF/DNS/igp ..... CTN
Leisure Times—1tw/S-600-igp—Mildred Gibson ..... CAI
Life Stress—special fea-4 parts/1,000 wds each-C12/mail —Rosalind Forbes ..... DDS
Medical News (9 Articles)—1tw-50/600-mail-igp —Staff/Freelance ..... IMTS
Medicine and the Law—1tw-300-mail —Neil L. Chayet, J.D. ..... IMTS
Mini Column—occ-600-orp/mail/C12/P199/wire/DF/DNS/tape —Various Authors ..... NEA
More For Your Money—1tw-400/20x7"-orp-igp-mail —Mike Le Fan ..... LEF
News-In-Color—occ-var-orp-mail-id—Staff ..... NEA
Old Farmer's Almanac—1tw-750-orp-mail ..... UFS
One Man . . . And Medicine—1tw-500-mail —Arthur M. Sackler, M.D. ..... IMTS
People Etc.—S-3qpt-orp ..... MIA
People Page—2tw-pt-orp/tape/mail/wire/igp/C12/P199/DF/ DNS—Staff ..... NEA
Pest Control Features—occ-750/1000-mail—Alan Caruba ..... INP
Picture Show—1tw-ps-mail/igp/orp—Staff ..... APN
Roll Call Report—1tw-500/750-man—Richard Thomas ..... ROL
Running A Vegetarian Restaurant—occ-1500/ps-mail —Victoria Sinclair ..... AST
Single Parent on the Hill—m-var-xerox-mail—Bob Westgate ..... DPR
Special Editorials—1tw-1½pt-orp—Various Authors ..... EDC
Stan Brock's Wilderness Adventure—1tw-500-orp —Karen Carden ..... TWN
Synergy Plus—eoS-1,500-wire/ocr/ill/mail ..... FNS
The Male Mid-Life Crisis—special fea-5 parts/1,500 wds each-C12/mail—Nancy Mayer ..... DDS
The Moral Angle—3tw-400-man/mail—William Lester ..... LES
Thomas' Roll Call Report—1tw-500/750-man—Richard Thomas ..... ROL
Tornado & Professor Weatherwise—sea-43x21½"-orp —Rick Wilson ..... WLS
Tributes—occ-var-man—F. Scherer ..... REY
TV Booklets—1tw-pt-hpt-hps-hpv-orp-mail—TV Booklets ..... TVW
TV Booklets—1tw-pt-hps-hpt-hpv-orp/mail ..... UFS
TV Spotlight Features—1tw-var-orp/mail/igp/id ..... UFS
TV Spotlight Photos—1tw-var-orp/mail/igp ..... UFS
TV Supplements—1tw-pt-hpt-hps-hpv-orp-mail —TV Supplements ..... TVW
TV Supplements—1tw-pt-hps-hpt-hpv-orp/mail ..... UFS
TV Week Photos—1tw-var-orp/mail/igp ..... UFS
Uncommon Conversations—1tw-800-C12/igp/DNS/DF/mail —Phil Nobile ..... UNP
US Magazine—sm-var-man/ocr/wire/DF/DNS —Various Authors ..... NYT
Weekend Magazine—1tw-2,500-xerox/ocr/wire/DF/DNS/igp —Various ..... NYT
What's Up—1tw-pt-orp/mail/C12/P199/wire/DF/DNS/tape/igp —Staff ..... NEA
Your Cat & Astrology—occ-1500/ps-mail—Marian Futterman ..... AST
Your Dog & Astrology—occ 1500/ps-mail—Marian Futterman ..... AST

47—SPORTS—SPECTATOR

Black Sports—5tw-var-C12/wire—Sam Skinner & Staff ..... BPS
Bob Harmon Football Forecast—1tw-sea-3cx10"-orp/mail —Bob Harmon ..... HFF
'Bout Sports—d/S-500/2c6"-Xerox/Quip—Les Mornay ..... WOR
Bowling Tips—4tw-21x5½"-orp-mail —Dick Weber/Patty Costello ..... UFS
Bruce Jenner's Guide To Leisure Sports—2tw-700-C12/id/DF/ DNS/mail—Bruce Jenner ..... UNP
Comment on Sports—1tw-22½x4½"-orp—Pete Fritchie ..... EDC
Computer Picks The Pros—1tw-400-wire-mail—Steven Skiena ..... COM
Daily Racing Form Consensus—6tw-700-wire/DF/DNS ..... CTN
David Israel—3tw-600-C12/DF/DNS/KNT/mail —David Israel ..... CTN
Dick Dunkel's College Basketball Index—d/sea-11x11"-orp —Dick Dunkel ..... DSR
Dick Dunkel's College Football Index—1tw/sea-33x9½"-orp —Dick Dunkel ..... DSR
Driving & Cars—1tw-700-man—Clifford Gromer ..... FET
Durslag Sports Column—5tw-700-ocr/DF/DNS—Melvin Durslag ..... KFS
Golf Cartoons—w-qpt-orp-ill—Misc. Authors ..... OPS
How To Take The Fun Out Of Golf—d/1tw-var-orp/mail —Dick Harris ..... HAA
How To Take The Fun Out Of Skiing—d/1tw-var-orp/mail —Dick Harris ..... HAA
How To Take The Fun Out Of Tennis—d/1tw-var-orp/mail —Dick Harris ..... HAA
Inside Auto Racing—2tw-500-man—Don O'Reilly ..... AU
Inside Football Report—1tw-500/15,000-orp/ocr/DF/DNS ..... KFS
Inside Sports—w-sea-700-mim—Stan Fischler ..... TSS
Jeff Sagarin's Computer Sports Picks—3tw-var-mail —Jeff Sagarin ..... INR
Jews In Sports—eow-500-mim—Haskell Cohen ..... JTA
Jim Murray Column—5tw-800-man/C12/P199/wire/DNS/DF —Jim Murray ..... LAT
Jimmy The Greek—2tw/5tw-500/var-wire —Jimmy Snyder ..... FNS
Just Ask Murray Olderman—1tw-600-orp/mail/C12/P199/ wire/DF/DNS/tape/id—Murray Olderman ..... NEA

Keeping Score—1tw-450/20x8"—Huelan Fields ..... BAL
Knight News Wire—7tw-var-wire/DF/DNS/igp ..... CTN
Latest Line—7tw-700-DF/DNS ..... CTN
Le Pacini On the Spo(r)t—1tw-1,000-xerox-mail—Le Pacini ..... LEP
Milt Dunnell—3tw-500-mim—Milt Dunnell ..... TSS
Minute Sports Quiz—1tw-10x3"-orp ..... EDC
Newsfeature—7tw-500/1,500-wire—Various Authors ..... REU
NFL Game Plan—1tw-33x4½"/54x"-orp-mail
—NFL Game Plan ..... UFS
Olderman's Cartoons—occ-var-orp-mail—Murray Olderman ..... NEA
Olderman's Features—occ-700-orp-mail-C12/P199/wire
DF/DNS/tape/ig/id—Murray Olderman ..... NEA
On Boxing—1tw-700-man—Charles B. Brown ..... FET
On Sports—1tw-450-orp-mail—John Dalton ..... SF
One-Lining Sports—1tw-200-man—Le Pacini ..... FET
OTB-Las Vegas Track Line—1tw-250/350-man
—Harvey Greenfield ..... GRN
Palmer Method—2tw-22x4½"/22x6½"-orp-mail
—Arnold Palmer ..... UFS
Rocket Shots—3tw-21x4¼"-orp-mail—Rod Laver ..... UFS
Rules of Golf—1tw-500-man—Norman G. Meyers ..... MEY
So What?—sea-var-xerox-mail—Le Pacini ..... LEP
Soccer—3tw-500-mim-tt-telex-mail—Joe Marcus ..... SCI
Soccer Shots—1tw-350-man—Irma Ganz Miller ..... SA
Speaking of Sports—1tw-var-orp-mail/DF/DNS
—Various Authors ..... CNS
Special Moments in Sports—1tw-500-man—Le Pacini ..... FET
Sport & Recreation—occ-250-man—Irma Ganz Miller ..... SA
Sports—sea-var-C-rdy ..... FA
Sports Cartoons—3tw-2c-orp—Alan Maver ..... KFS
Sports Hot Line—2tw-600-C12/DF/DNS/mail
—Mickey Herskowitz and Steve Perkins ..... UNP
Sports Medicine—1tw-600-man—Lee Raskin ..... FET
Sports . . . Postpaid—m-250-man—Irma Ganz Miller ..... SA
Sports Profile For The Week—d/w-var-orp-mail-wire ..... TVC
Sports Quiz—5tw-1c3"-¼"-orp—Dick Wright ..... MCN
Sports Quiz-Cross—w-2c5½"-orp—Al Power ..... YPI
Sports Scene—eom-500-man—Lee James ..... SA
Sports Scene—3tw-1000-lc-ocr-orp—Jimmy McDonald ..... MCF
Sports Stories—1tw-750-orp/mail/C12/P199/DF/DNS/tape
—Howard Siner ..... NEA
Sports Unlimited—1tw-var-orp-mail/C12/DF/DNS—Various Authors ..... CNS
Sportography—dS-20x4¼"-orp/mail—Jim Barnes ..... UFS
Sportsearch—5.2cx5"-orp—Staff ..... WHI
Sportsight—1tw-600/750-mail-orp—Richard Gary ..... SPT
Sportsworld—1tw-var-orp/C12—Al Rainovic ..... DFS
Strobl On Sports—1tw-var-man/orp—Richard Strobl ..... LNI
Tennis Cartoons—w-qpt-orp-ill—Various Artists ..... SBP
The Book of Sports Lists—1tw-750-man/C12—Zander Hollander ..... LAT
The Bottom Ten—1tw/sea-600-C12/DF/DNS/mail—Steve Harvey ..... UNP
The Gold Sheet College Basketball Forecast—w/sea-
46½x3⅝"-orp—Mort Olshan ..... MOS
The Gold Sheet College Football Forecast—
w/sea 46½"x3⅝"-orp—Mort Olshan ..... MOS
The Gold Sheet Pro Basketball Forecast—
w/sea 46½"x3⅝"-orp—Bill Lee ..... MOS
The Gold Sheet Pro Football Forecast—
w/sea-10"x3⅝"-orp—Mort Olshan ..... MOS

The Los Angeles Times/Washington Post News Service—
d-var-wire/DF/DNS ..... LTWP
The Steam Room—3tw-300-mail—Bud Furillo ..... IPS
Tips From the Tour—1tw-600-orp/mail/id—Arnold Palmer ..... UFS
Today's Sport Parade—d-var-wire—Milton Richman ..... UPI
TV Week Ahead Sports—d/w-var-orp-mail-wire ..... TVC
Various Titles—occ-500/700-C12/mail—Jack Murphy ..... CNS
Who's on First?—1tw-800-man—William Kauffman ..... FET
You, Your Child, and Sports—1tw-500-mim/mail—David Nydick ..... DAN
Young Ideas—5tw-700-orp/mail—Dick Young ..... CTN

48—SPORTS—PARTICIPATION
(See also "Outdoors"—Classification No. 34)

A Child Learns To Swim—sea-2cx6"-orp—Staff ..... TSS
All About Horses—1tw-500-man-mail—J. H. Shropshire ..... SHR
Along The Camping Trail—2tm-600-orp-mim—The Bascomes ..... BA
'Bout Sports—d/S-500/2c6"-Xerox/Quip
—Les Mornay ..... WOR
Bowling Tips—4tw-21x5½"-orp-mail
—Dick Weber/Patty Costello ..... UFS
Chuck Chandler's Best Bets—wknd-6½x31½-c-rdy ..... MCN
CompuSport—1tw/6tw-var-mail
—Cinema Score Co. ..... IPS
Dr. Jock—1tw-800-C12/DF/DNS/mail/id
—Dr. David Bachman ..... CTN
Golf Cartoons—w-qpt-orp-ill—Misc. Authors ..... OPS
Hockey Tips—sea-2cx6"-orp—Staff ..... TSS
Knight News Wire—7tw-var-wire/DF/DNS/igp ..... CTN
NFL Game Plan—1tw-33x4½"/54x2"-orp-mail
—NFL Game Plan ..... UFS
Palmer Method—2tw-22x4½"/22x6½"-orp-mail
—Arnold Palmer ..... UFS
***Play Better Golf with Jack Nicklaus**—
3tw-4c-orp-ill—Jack Nicklaus ..... KFS
Rocket Shots—3tw-21x4¼"-orp-mail—Rod Laver ..... UFS
Rules of Golf—1tw-500-man—Norman G. Meyers ..... MEY
Running Commentary—1tw-400-C12/DF/DNS/mail—Lee Schear ..... CHR
Seeing Less of You—1tw-500-man/C12/orp/ocra/P199/mail/
wire/DF/DNS—Beverly Barr ..... WNS
Self Defense For Women—1tw-qps-orp/ill—E. Farkas ..... OPS
Skiing—1tw-21x11½"-orp-mail—Jean-Claude Killy ..... UFS
***Soccer**—3tw-2c-orp—Red Wexler/Larry Sheehan ..... KFS
Sport Spot—w/d-15x5"/2½x5"-C-rdy—Al Rainovic ..... RGA
Sporting Life—d-21x4½"-orp—Ben Templeton//Tom Forman ..... CTN
Sportography—dS-20x4¼"-orp-mail—Jim Barnes ..... UFS
Sports Calendar—w-12x13"-orp-mail-wire ..... TVC
Sports File—w-19.6x9½"-orp-mail-wire ..... TVC
Sports Flashback—6tw-10x3¾"-ing-mail—C. H. Murlin ..... MUR
Sports From The Pressbox—wknd-300-c-rdy—Red Lakeland ..... MCN
Sports Of The Times—4tw-750-wire—Dave Anderson ..... NYT-NS
Sports Of The Times—4tw-750-wire—Red Smith ..... NYT-NS
Sports I.Q.—w-19.6x7"orp-mail-wire ..... TVC
Sports Medicine—1tw-600-man—Lee Raskin ..... FET
Sports Probe—w-11.5x28½"-orp-mail-wire ..... TVC
Sports Profile—w-12x9¾"-orp-mail-wire ..... TVC

Sports Special—1tw-23x4½"-orp—John Jarvis ..... CSP
Sportsman's Digest—6tw-11x4½"-orp-id—Hal Sharp ..... LAT
***Stan Smith's Tennis Class**—3tw-4c-orp—Stan Smith ..... KFS
Stay Fit—1tw-650-mail/DF/orp—Herb Weinberg ..... APN
Teaching Pro—3tw-21x4½"-orp/id—Don Leary ..... LAT
Tennis Cartoons—w-qpt-orp-ill—Various Artists ..... SBP
The Los Angeles Times/Washington Post News Service—
d-var-wire/DF/DNS ..... LTWP
The Runner—m-var-xerox/ocr/wire/DF/DNS—Various ..... NYT
This Is Sport—1tw-20x4½"/11x2½"-orp—Court Alderson ..... SM
Tips From The Tour—1tw-600-orp/mail/id—Arnold Palmer ..... UFS
Various Titles—occ-500/700-C12/mail—Jack Murphy ..... CNS
You, Your Child, and Sports—1tw-500-mim-mail—David Nydick ..... DAN

49—TELEVISION PROGRAM LISTINGS

Behind The Scenes—w-19.5x10"-orp/mail/wire ..... TVC
CBN Corner—w-19.5x12"-orp/mail/wire ..... TVC
Cosmic Signs—w-20x10"-orp/mail/wire ..... TVC
Country Happenings—1tw-9.5x15"-orp/mail/wire ..... TVC
Kid Stuff—w-47.6x10"-orp/mail/wire ..... TVC
Media Monitor—w-11.5x27"-orp-mail-wire ..... TVC
Movies of The Week—w-19.5x12¾"-orp-mail-wire ..... TVC
On The Air—3tw-800-mim/wire—Tom Shales ..... WPW
PBS in The Spotlight—w-19.6x10"-orp-mail-wire ..... TVC
Shows To Watch—dS-700-man/C12/DNS/igp—Paul Henniger ..... LAT
Sound Country—1tw-9.6x21"-orp/mail/wire ..... TVC
Speaking Of Soaps—d/w-9x45"-orp/mail/wire ..... TVC
Sports Calendar—1tw-12x13"-orp/mail/wire ..... TVC
Sports File—1tw-19.6x9½"-orp/mail/wire ..... TVC
Sports I.Q.—1tw-19.6x7"-orp/mail/wire ..... TVC
Sports Probe—1tw-11.5x28½"-orp/mail/wire ..... TVC
Sports Profile—1tw-12.9¾"-orp/mail/wire ..... TVC
Sports Profile For The Week—d/w-var/orp/mail/wire ..... TVC
Stardust—1tw-11.5x28½"-orp/mail/wire ..... TVC
Star Gazer—1tw-19x10½"-orp/mail/wire ..... TVC
Talking About TV—w-19.6x10"-orp/mail/wire ..... TVC
Tele-Log Grids—dS-var-orp/mail ..... UFS
Tele-Log Local Listings—dS-var-orp/mail ..... UFS
Tele-Log Rolling Logs—dS-var-orp/mail ..... UFS
Tele-Log TV Features—dS-var-orp/mail/igp/id ..... TEL
Tele-Log TV Grids—dS-var-orp/mail ..... TEL
Tele-Log TV Local Listings—dS-var-orp/mail ..... TEL
Tele-Log TV Rolling Logs—dS-var-orp/mail ..... TEL
Television Listings—dS/7tw/1tw-cont-var-sup-orp/id/
igp/tape/wire/DF/DNS/mail ..... TVD
The Week Ahead Movies—d/w-var-orp/mail/wire ..... TVC
TV Booklets—w-var ..... TVD
TV Booklets—1tw-pt-hpt-hps-hpv-orp/mail ..... TVW
TV Booklets—1tw-pt-hpt-hps-hpv-orp/mail ..... UFS
TV Color Front Cover Photo—w-var-ing-rpg-orp-mail ..... TVC
TV Compulog Local Listings—w/d-var-orp-mail-wire ..... TVC
TV Data Grids—ds-var-orp/mail/wire/DF/DNS ..... UFS
TV Data Local Listings—dS-var-orp/mail/wire/DF/DNS ..... UFS
TV Data Rolling Logs—dS-var-orp/mail/wire/DF/DNS/tape ..... UFS
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TV Puzzle—w-34.6x5½"-orp-mail-wire ..... TVC
TV Scout—d-var-wire/DF/DNS/mail/man/C12/P199/igp —TV Scout Staff ..... UFS
TV Supplements—1tw-pt-hps-hpt-hpv-orp/mail ..... UFS
TV Supplements—1tw-pt-hpt-hps-hpv-orp/mail —TV Supplements ..... TWN
TV-The Family Viewpoint—w-19.5x9½"orp-mail-wire ..... TVC
TV Today—7tw-600-C12/DF/DNS/mail—Bernie Harrison ..... UNP
TV Week Ahead Sports—d/w-var-orp-mail-wire ..... TVC
Viewer Voice—w-9½x13"-orp-mail-wire ..... TVC
Week Ahead Specials—d/w-var-orp-mail-wire ..... TVC
Weekly Program Photo Highlights—d/w-var-orp-mail ..... TVC
What's On Television—1tw-var-wire—Staff ..... UPI

50—THEATER

Broadway—S-800-wire/DF/DNS—William Raidy ..... NHN
Broadway Box Score—1tw-var-wire—Staff ..... UPI
Celebrity Interviews—occ-600-man-C12/orp/ocra/P199/ mail/wire/DF/DNS/igp—Rebecca Morehouse ..... WNS
Critic-At-Large—1tw-750-orp-tape-mail-wire/igp/C12/P199/DF/DNS —Norman Nadel ..... NEA
Curtain Calls—1tw-750/1,000-orp—Ron Pennington ..... HRS
Entertainment Reviews (movies, plays, music, ballet, etc) -m-500/1000-man—Staff ..... IMN
Eye on Entertainment—w-750-mim—Sid Adilman ..... TSS
Firstnighter—occ-500-wire/DF/DNS—William Raidy ..... NHN
Lifestyle Package—1tw-var-wire—Staff ..... UPI
Mighty Mixture—1tw-500/700-man—Gary Stevens ..... SAG
Nightclub reviews—occ-300/700-orp—Charles A. Barrett ..... HRS
Reba and Bonnie—1tw/S-900-man—Churchill Reporting ..... CAI
Stage Reviews—occ-200/750-orp—Andrea Dahlin (LA)/Morna Murphy (NY) ..... HRS
Stage Reviews N.Y.—occ-200/750-orp —Charles Rywck/Martin Gould ..... HRS
The Los Angeles Times/Washington Post News Service— d-var-wire/DF/DNS ..... LTWP
Theater World—1tw-var-wire—Glenne Currie ..... UPI
You, Your Child and Entertainment—1tw-500-mim/mail —David Nydick ..... DAN

51—TRAVEL

A Problem Today (Math Problems)—w-150-orp—Ida Nettleton SBP
Adventure Postpaid—m-250-man—Jeff Miller ..... SA
Along The Camping Trail—2tm-600-orp-mim—The Bascomes .. BA
Around The World—1tw-600-C12/DF/DNS/mail—Stan Delaplane CHR
Bryant/Hall Travel—w-700-mim—G. Bryant/G. Hall ..... TSS
Camping All Year Round—1tw-500-orp—Bob Nesoff ..... GSM
Camping Family Style—1tw-450-orp-mail—Angela/Ford Bothwell . SF
Consumer Travel Trends—2tw-var-mail—Sylvia Cronin ..... CFS
Dan Carlinsky Column—occ-var-man/igp/mail—Dan Carlinsky . CAR
Destination—1tw-600/700-mim—Joseph Adler ..... ADL
Dorothy Richey's Travel Talk—1tw-var-orp/id/igp/mail —Dorothy & Noyes Richey ..... RBN
Dorothy's Travel Page—1tw-ps-pt-hps-hpt-orp/id/igp/mail —Dorothy Richey ..... RBN
Exploring With Your Camera—1tw-500/700-man/igp/mail —Bill Baughman ..... BAU
Feature Story—1tw-500/1,000-orp/id/igp/mail— Bill Griffith, Reporter ..... GRF
Footloose With Frye—occ-750/1500-telex-mail—William R. Frye FRY
Freighter Travel—1tw-750-xerox/mail—Norman Austin ..... HIS
Fun Places—sea-500-mail—Alan Caruba ..... INP
Global Report—m-600/1500-xerox-mail ..... AWP
Global Traveler—1tw-700/1000-xerox-mail ..... AWP
Going Our Way—S-1000-mim-igp—Bob Sloane ..... STR
Historic Walking Tours—m-1000-mim-mail—Rosellen Callahan EES
How To Take The Fun Out Of Driving— d/1tw-var-orp/mail—Dick Harris ..... HAA
Knight News Wire—7tw-var-wire/DF/DNS/igp ..... CTN
Lesson In Engliish (Educational)—w-100-orp—C. Gordon .... SBP
Letter From . . .—2tw-500/1,500-wire—Various Authors ..... REU
Lifestyle Package—1tw-var-wire—Staff ..... UPI
Look & Learn (Educational)—1tw-150-orp—Anne Sanders .... SBP
Morgan Journal—1tw-600/800-igp-orp/C12/mail/DF/DNS —Neil Morgan ..... CNS
Motor Tips—w-500-corp—Sterling Moss ..... SBP
Of All Places—1tw-750-ocr/igp/wire/mail —Horace Sutton ..... FNS
Off The Beaten Path—1tw-350/30½x5"-orp —Vicky MacDonald ..... BAL
Passport To Everywhere—1tw-650-mim-igp-mail—Ron Butler .. CF
Ports of Call—1tw-22x8"-orp ..... EDC
Postcards—5tw-600-C12/DF/DNS/mail—Stan Delaplane ..... CHR
Read & Remember—w-150-orp—Carrell McClure ..... OPS
Seabreezers—1tw-var-orp—Lucille Aldrich ..... SEA
Shopping The World—m-1000-mim-mail—Rosellen Callahan ... EES
Sid Ascher's World—1tw-750-man—Sid Ascher ..... ASC
Stephen Birnbaum—2tw-700-C12/DF/DNS/mail —Stephen Birnbaum ..... CTN
Teenage Driving Tips—w-500-orp—Jane Sherrod ..... SBP
Teenage Travel—1tw-450/500-man/id/igp—Todd Lewis ..... JPS
Test Yourself—d/w-500/750-orp-ill—Jane Sherrod Singer ..... SBP
The Christian Science Monitor News and Photo Service— 5tw-var-igp/orp/mail/C12/DF/DNS ..... RTS
The Los Angeles Times/Washington Post News Service— d-var-wire/DF/DNS ..... LTWP
The Penny-Wise Traveler—1tw-750-900-ocr/ill/DF/DNS —Jane Morse ..... KFS
The Traveler's World—S-1500-man —Paul J. C. Friedlander ..... TTW
Tips For Trips—m-750-mim-mail—Rosellen Callahan ..... EES
Travel—1tw-var-wire—Murray J. Brown ..... UPI
Travel—S-800-wire/DF/DNS—Joel Sleed ..... NHN
Travel—1tw-var-igp—Ida Fried ..... EPS
Travel Adict—1tw-500-orp—Kay Cassill ..... TWN
Travel Along—2tm-600-orp-mim—The Bascomes ..... BA
Travel Box—S-2,700-orp-ill—Various Authors ..... NYT
Travel Facts—S-tpt-igp—Landt/Lisl Dennis ..... TRF
Travel & Leisure—1tw-500-mim—Bob Nesoff ..... GSM
Travel Line—m-25x50"-orp/mail/wire ..... TVC
Travel Log—3tw-500-orp—Dave Goodwin ..... GWN
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Travel Ticket—1tw-700-C12/orp—Jason Rubensteen ..... CMF
Travel & Transportation—occ-500/1,000-man—Staff ..... IMN
Travel Trove—1tw/m-400/500-man—Steven Freedman ..... TSE
Travel Whirl—1tw-var-man—Buddy Basch ..... BAS
Traveling With Frank Devaney—1tw-2ps-orp/mail ..... CAP
Travel With Hermes—1tw-750-mim—Ray Wilson ..... NEW
Trip Tips—1tw-650-man/xerox/mail—Marie Mattson ..... MAT
Various Titles—occ-400/650-igp/DF/DNS/C12/mail Philip Sousa ..... CNS
Weekend Adventures—1tw-500/750-man— Carole Terwilliger Meyers ..... COP
Wish You Were Here—1tw-650-man—Kevin Keating ..... FET
Woman's Way to Travel—m-750-mim-mail —Rosellen Callahan ..... EES
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You Asked For This!—S-600/700-man/mail—Barbara Burtoff .. BAB
Youth On The Go—m-800-man-igp-mail—Randy Mink ..... MIK

52—WOMEN'S PAGES

***A New You**—3-tw-650-ill/ocr/DF/DNS—Emily Wilkens ..... KFS
A Problem Today (Math Problems)—w-150-orp —Ida Nettleton ..... SBP
A Woman Like You—1tw-var-man—Frances Scott ..... BAS
A Woman's View of Foreign Affairs—1tw-800-mail-igp —Trudy Mulcahy Howard ..... HOW
About Your Home—1tw-22x3"-orp—April Rhodes ..... EDC
Adam's Rib—1tw-500-orp—Eve Adams ..... TWN
Along The Food Trail—2tm-600-orp-mim—The Bascomes ..... BA
Along The Wine Trail—2tm-600-orp-mim—The Bascomes ..... BA
Antiques—S-850-C12/igp/DF—Lita Solis Cohen ..... ART
Antiques & Stuff—1tw-300-wire/DF/DNS/mail/man/orp/C12/P199 —Anne Gilbert ..... UFS
Antique Wise—1tw-650-mim-igp-mail—Dorothy Hammond ..... CF
Arnie—w-ps-orp-ill—Arnie Stockholm ..... SBP
Around The House With Jan Paul—1tw/cont-250/500-mail—Jan S. Paul ..... PAU
At Large—1tw-700-C12/orp—Ruth Daniloff ..... CMF
At Large—2tw-750-mim/wire—Ellen Goodman ..... WPW
Beauty Tips From Hollywood—w-500-orp —Various show business personalities ..... SBP

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Betty Beale's Washington Letter—1tw-1,250-igp/ocr/mail/wire—Betty Beale ..... FNS
Birthscope By Elaine—7tw-200-man—Elaine Morrissey ..... BIR
Braintwister (Educ. Word Game)—w/S-ps-orp—Amery Brown ..... OPS
Bramson's World—1tw-500-orp—Betty Bramson ..... TWN
Buyword—1tw-500-C12/orp—Consumers Cooperatives Home Economist—Staff ..... CMF
Car Keys (Auto Advice)—1tw-spv-orp/ill—B. Woody ..... OPS
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Celebrity Cookbook—w/1200-man-C12/P199/wire/igp/DF/DNS—Johna Binn ..... LAT
Celebrities Laugh—w-qpt-orp-ill—misc. Cartoons ..... OPS
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Collectors Designs—qt-var-orp/id/mail—Pat VanKirk ..... COL
Color The Drawing—d/w/S-ps-orp-ill—W. Trag ..... OPS
Common Cents—1tw-600-C12/DF/DNS/mail—Kate MacQueen ..... CHR
Community Club Awards—cont-sup—John C. Gilmore ..... CCA
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Creative Crafts—1tw-450-mim-igp-mail—Dona Z. Meilach ..... CF
Creative Home Crafts—S-450-C12/igp/DF—Meredith Corporation ..... ART
Dear Sally—w-150-orp—Sally Casey ..... OPS
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Eat Your Troubles Away—15 part series-11x30"-orp/id—Lelord Kordel ..... SPE
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Finish The Picture Puzzle—1tw/S-ps-orp/ill—W. Trag ..... SBP
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First Impressions—1tw-680-man—Anita Gates ..... FET
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How Can I (Helpful Hints)—w-150-orp—Beth Lewis ..... OPS
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International Decade of Women and its Hidden Politics—1tw-1,500-mim-ocr-orp-man-igp—Trudy Mulcahy Howard ..... HOW
It's A-Maze-Ing—1tw-ps-orp/ill—F. Treadgold ..... SBP
Joan Wixen—1tw-1,000-man/C12/orp/ocra/P199/mail/wire/DF/DNS/igp—Joan Wixen ..... WNS
Juvenile Picture Crosswords—1tw-ps-ill-orp—W. Trag/E. Engleman ..... SBP
Kitchen Garden—1tw-700-C12/orp—Evelyn Gaspar ..... CMF
Knight News Wire—7tw-var-wire-DF/DNS/igp ..... CTN
Know Your Antiques—1tw-550-igp/orp/C12/DF/DNS/mail—Ralph & Terry Kovel ..... RTS
Ladies First—1tw-500-man/orp/C12/ocra/P199/mail/wire/DF/DNS—Trixie Belmont ..... WNS
Leisure Time—1tw/S-600-igp—Mildred Gibson ..... CAI
Lesson in English (Educational)—w-100-orp—C. Gordon ..... SBP
Liberated Male—1tw/S-750-man/mail—Jim Sanderson ..... SFI
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Lindsy Van Gelder—1tw-600-wire/DF/DNS/mail/man/C12/P199—Lindsy Van Gelder ..... UFS
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Marian Christy Column—3tw-800/1,200/1,800-man/C12—Marian Christy ..... LAT
Mazes—wS-ps-orp—Various Artists ..... SBP
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Economic self-censorship

Some newspaper lawyers and newspaper editors feel the increasing high cost of litigation eventually may affect the editorial process.

In last week's issue (page 36), Paul Levine told how expensive it is for newspapers to fight libel suits and how tremendous some of the awards have been when newspapers have lost their cases. "How many newspapers can muster the courage and the capital to take on local officials and to fend off million-dollar lawsuits remains an open question," he said.

Add to the libel suits, the proliferation of suits for invasion of privacy and contempt of court threats-and the expense a newspaper must undertake to defend itself becomes astronomical.

Dan Paul, attorney for the *Miami Herald*, discussed some recent cases before the meeting of the Inter American Press Association last month and said many small publishing enterprises already can no longer afford to pay the price to defend their rights. "This can result in economic self-censorship of the press," he said.

Legal costs can cut into the budget for thorough and ag-

Farber case

The attorney claimed Farber's notes were essential to the defense of his client. The judge agreed. Higher courts sustained him. Farber went to jail for his refusal to cooperate and the *New York Times* was fined almost $300,000 for supporting its reporter.

This week the trial ended and the jury acquitted the defendant. Farber's notes were *not* essential to the defense of the accused. Without questioning the jury's verdict, it appears "the press" (Farber and the Times) was used deliberately by the defense as a diversionary and delaying tactic.

Farber and the Times proved their point but it was a costly victory for both of them. It may prove costly for newspapers all over the country as, in the absence of any clear-cut court decision on the constitutional issues, other attorneys and judges are subpoenaing reporters' notes and threatening them with jail.

At issue is the constitutionality of the New Jer

Law as well as those in other state

judiciary ignore the clear int

through their legislature? Als

unlike any other person, ca

process.

The answer to both of these

"no", in our opinion, and we hop

Court will say so.

Evening newspapers

Some soothsayers of our trade have noted the disappearance of a few prominent afternoon newspapers in recent years and predict the further decline of the p.m. field.

Some ABC Fas Fax figures for the State of Texas sugg the report of the death of the afternoon newspaper may be slightly exaggerated.

The ABC figures are for the six-month period ending March 31, 1978, compared to the same period the previous year, and cover 31 evening papers, eight mornings and 13 combined representing 84% of the state's evening circulation, 100% of the morning, 85% of the combined and 92% of the Sunday.

They show a 3.2% increase in evening circulation, a 2.6% increase in morning circulation, a 1.4% gain in combined, and 2.9% on Sunday. These gains are on top of increases noted in the previous six-month period ending Sept. 30, 1977: 2.6%, 2.6%, 1.4%, and 3%, respectively.

Project these gains nationally and it looks like the News-paper Readership Project as well as individua ion efforts are paying off.

Chance for cooperation

Despite allegations that the Unesco secretar mined to create controversy, conflict and confr tween nations of the Third World and the Free 60 this issue) there is an effort being made out international body to help the press of the Thir prove its standards and its performance (page

Recognizing its obligations to its underprivile in the developing nations, the press of the free raised more than one half a million dollars equipment and techniques and to raise the stand press, both print and broadcast in the Third W

This, more than anything else, in our opinion, strate the true value of a free press and what it developing peoples.

Leonard Sussman of Freedom House, New York outlined the "target area," if it can be called tha the world," he said, "we find that 1.8 billions population) live in 64 coun *not* free. Some 8 28 dependent territ (35.7%) live in 44 n "

opulation are *not* fr pent upon the peop o do their utmost to al bondage. If they such as the World Pr ve accomplished mor te has been able to do Perhaps it is time t world who can help ea cess than governmen

Chaos in broadcasting

If the decision of the U.S.Court of Appeals in the W case prevails there will be utter chaos in the ranks cast ownership.

By a stroke of the pen the court has decided th rule against cross-ownership of media in a si does not go far enough and has said owners media in *any* market is sufficient to deny broadcast license.

It opens the door for opportunists to chall renewals of many radio and television sta *Broadcasting* magazine has said it "ha sion licenses up for grabs." We would ad cable! And the existence of newspaper millions into developing those propert prospect of having them confiscated.

Public's right to know

The public's right to know has been assaulted by the strikes against New York City's major newspapers forcing them to shut down for almost two months. But that right has not been denied completely, as some contend. New Yorkers were surfeited with alternative information media, including four interim dailies. Their acceptability was a matter of opinion.

It has been claimed with some logic that the striking unions were responsible for closing the three major newspapers and depriving the public of their right to know. Others say those newspapers should have protected that right by continuing to publish.

Fred Friendly of the Ford Foundation, writing in the *Wall Street Journal*, poses the question this way: "Explain something to me about you journalists. You proclaim that you have the right to print stolen government secrets. You claim your right to withhold e juries exceeds the Sixth Amendm life. You say you would g What's happened to my weeks?"

He continues: "The q people who favor neithe paper strike. The facts everyone recognizes th pressroom—but the em lost jobs still has poig issues have little to do everyone responsible f the essential stimul information and prob

"New Yorkers . . . newspapers. The *New* seem more anxious t

In our opinion, tha

It is true that the C press. Most journali obligations as a sac

The new inquisition

The press will hold its collective breath until some decisions of the United States Supreme Court are handed down in critical First Amendment cases next year.

The court has been asked to review the contempt of court conviction of the *New York Times* and its reporter, Myron Farber, for refusing to reveal the confidential source or sources of published material.

In a similar case before the court, a television reporter in Wichita, Kan., was convicted of contempt by a judge in chambers without due process (as was Farber). This time, however, the reporter was asked to reveal his source although the material *was never broadcast*. He had advised both prosecution and defense in a murder case of information he had gathered but was unable to verify therefore did not use.

The implication of lower court rulings in these cases is that everything a reporter knows or hears whether valid or not should be revealed. This makes every reporter an agent of the court.

As if this philosophy is not chilling enough to Fi Amendment principles, the Supreme Court heard arguments in Herbert vs. Lan in a libel suit against CBS thoughts, opini tiate

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Women's World—d-150-man/C12/orp/ocra/P199/mail/wire/DF/DMS ..... WNS
Working Woman—2tw-600-C12/DNS/DF/mail—Niki Scott ..... UNP
You Can Fix It—w-100-ill-orp-ig—Walt Trag ..... SBP
You, Your Child and Entertainment—1tw-500-mim/mail—David Nydick ..... DAN
You, Your Child, and School—1-7tw-500-mim/mail—David Nydick ..... DAN
You, Your Child and Sports—1tw-500-mim/mail—David Nydick ..... DAN
Young Originals—1tw-18x8½"-orp-mail-id—Staff ..... NEA
Youth Parade—1tw/S-600-igp—Reba & Bonnie Churchill ..... CAI

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A Problem Today (Math Problems)—w-150-orp—Ida Nettleton ..... SBP
Amie—w-ps-orp-ill—Arnie Stockholm ..... SBP
Ask Beth—3tw-500-man/C12/P199—Beth Winship ..... LAT
Australian Home Journal—m-ps-orp-ill ..... OPS
Australian Woman's Weekly—m-ps-orp-ill ..... OPS
Bobby—d-4-5c-orp/mat—S.M. Iger ..... PF
Brain Teasers Puzzles—w-qpt-orp—Ali Hachel ..... OPS
Braintwister (Educ. Word Game)—w/S-ps-orp—Amery Brown ..... UPS
Career Corner—1tw-400-mim-mail—Tom Williams ..... CF
Careers—3tw-450-man/C12/ocra/P199/DF/DNS/mail—Jim Sanderson ..... SFI
Cleo Magazine from Australia—m-ps-orp-ill ..... OPS
Dear Astrid—1tw-450-mim-mail—Astrid Carson ..... CF
Dear Sally—w-150-orp—Sally Casey ..... OPS
Did You Know That (Facts)—w/S-ps-orp-ill—F. Treadgold ..... SBP
Dot to Dot—w/S-ps-orp-ill—Earl Engelman ..... SBP
Drawing Is Fun—w/S-ps-orp-ill—W. Trag ..... SBP
Fantastic Facts—1tw-ps-orp/ill—F. Treadgold ..... OPS
Find The Errors (Puzzle)—1tw/S-ps-orp—F. Hayes ..... SBP
Fun & Games Picture Puzzles—w/S-ps-orp—W. Trag ..... SBP
Games & Puzzles—w-qpt-orp-ill—Misc. authors ..... OPS
How Can I (Helpful Hints)—w-150-orp—Beth Lewis ..... OPS
Krass & Bernie—w-ps-orp-ill—G. Trosley ..... OPS
Lesson In English (Educational)—w-100-orp—C. Gordon ..... SBP
Let's Make—1tw/S-18x14"-orp—Ben Corey ..... HAR
Look & Learn (Educational)—w-150-orp—Anne Sanders ..... SBP
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Rock Pop—1tw/S-600-igp-mail—James Riordan ..... RPT
Rock Trivia—1tw/S-600-man/igp/mail—James Riordan ..... RPT
Rolling Stone Magazine Service—2tm-500-1,500-ocr/DF/DNS—Various Authors ..... KFS
Science Quiz—1tw-ps-orp/ill—F. Treadgold ..... SBP
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Superscene—S-hps-hpt-tps-orp—Allen Bragdon/Len Fellows ..... NYT
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The Family Room—1tw-600-C12/orp—Uslander & Weiss ..... CMF
The Los Angeles Times/Washington Post News Service—d-var-wire/DF/DNS ..... LTWP
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Young World—1tw-var-wire-mail—Tom Lennon ..... NCF
Youth Clinic—w-750-mim-telex—Staff ..... TSS
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Former governor to resurrect Chicago News as a monthly

The *Chicago Daily News* has been resurrected again—this time by former Illinois Republican Governor Richard Ogilvie, who plans to bring out a suburban monthly under the 104-year-old masthead.

Publication of the broadsheet is scheduled for Aug. 3, executive editor William R. Kearney said last week.

The paper will remain monthly until November when it will convert to weekly, hitting the newsstands every Friday afternoon as a weekend package with a 60-cent price tag.

Investors are hopeful that the switch to daily publication will take place within two years.

The initial print run has been set at 100 pages with a 45 percent editorial and 55 percent advertising ratio. Copies will be distributed throughout Chicago's Cook County, Kearney, formerly a publisher with the suburban Pickwick weekly chain and a local Republican committeeman added.

Publisher Ogilvie is an equal co-investor along with 34 unidentified Illinois businessmen in the venture, whose bankroll has been described as "well in excess of $1 million."

Kearney said the idea of a county newspaper has been on the drawing board since last December.

"They're a whole lot of people . . . who have been disturbed by what they consider to be a general tilt to the liberal side of everything. Business gets a bad slant—the guys who provide employment, pay taxes, send their kids to school, get short shifted. And so out of this has come our interest in the newspaper," he added.

The investors are leasing the Daily News nameplate from suburban publisher Lloyd Weston who acquired the trademark rights last fall from Field Enterprises.

Ward Rapp, editor-in-chief for ten years of the Pickwick chain, will preside over the newsroom which Kearney said should include 40 staffers by October. Stringers and correspondents are also being pursued.

Twelve salespersons, labeled by Kearney people "with a following," are already out on the streets hustling ads.

Kearney said a Friday publication schedule was chosen because the old Chicago Daily News had a "reputation as a good weekend paper and we want to capitalize on the fact that it will be sitting in a big pile alongside the *(Chicago) Tribune* and *(Chicago) Sun-Times*. It's psychological motive but an important one."

Editorial content will concentrate on county news pieces and features. There are no immediate plans to subscribe to a wire service.

"We're not the same as the big dailies . . . but we're cut above what the weeklies are doing in that we'll be covering the entire country," said Kearney.

The investors are projecting a 300,000 circulation target for the paper once it moves to daily publication and eventual home delivery.

"We're shooting at the upper and middle classes. The editorial tone will be to the right of the center line, but we're not the voice of conservatism. We want to be the voice of the middle and upper class but a responsible voice," Kearney said.

The paper's editorial offices are located in Rosemont, Ill. with ad reps based in Chicago.

APME Red Book 1978

The Associated Press is now distributing the "APME Red Book 1978."

Edited by AP General News Editor Jack Cappon the 362-page paper-back contains reports on the 45th annual convention proceedings of APME in Portland, Ore., last Sept. 26-29 including reports of Continuing Study Committees.

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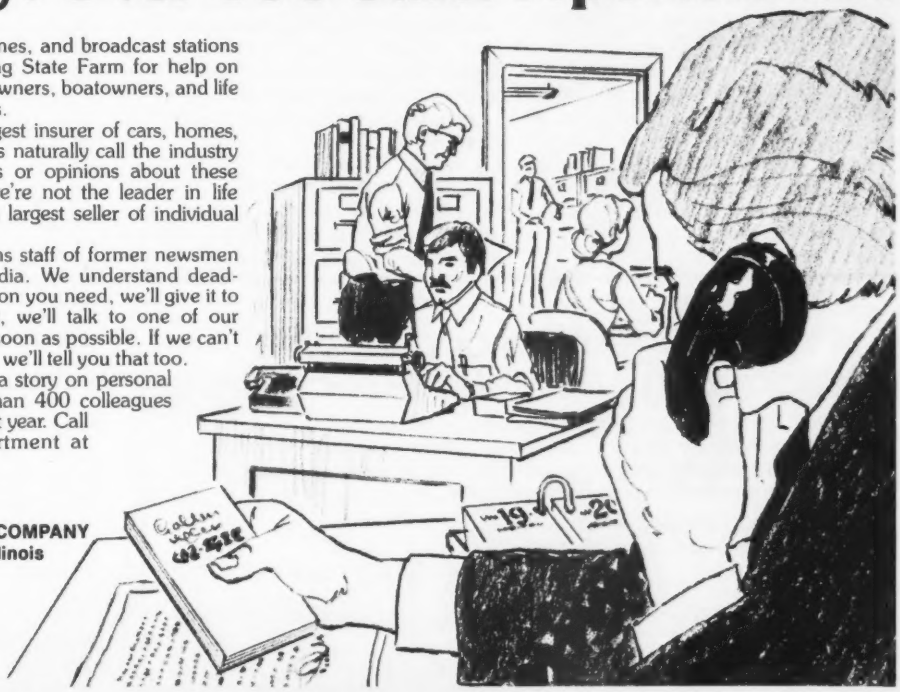

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STATE FARM INSURANCE

ELIZABETH HASTEN, office manager of the Field Newspaper Syndicate—promoted to business manager. Before joining the Field Enterprises division in 1976, Hasten handled commercial printing accounts for Pan Marc Printing Service in Chicago.

* * *

ROBERT B. MILLER SR., publisher of the *Battle Creek* (Mich.) *Enquirer* and *News*, retired July 1 after 50 years on the paper. His son ROBERT B. MILLER JR., publisher of the *Boise* (Idaho) *Statesman*, succeeds him.

* * *

ROBERT L. GIROUARD, executive editor of the *Mankato* (Minn.) *Free Press*—named editor of the opinion pages of the *Minneapolis Star*. He succeeds STEPHEN ALNES who became executive director of the Upper Midwest Council last April. CHARLES WHITING, acting opinion editor—named associate editor of the pages.

* * *

JOHN E. MITCHEL, associate publisher of the *Frankfort* (Ind.) *Times*—named executive vicepresident of Nixon Newspapers Inc. Mitchell will remain in Frankfort as the Times' associate publisher and president of Frankfort Cable Television.

* * *

CHARLES (DAN) GRADY, advertising director of the *Aberdeen* (S.D.) *American News* since 1968—named advertising director of the *Elkhart* (Ind.) *Truth*.

* * *

FRANK J. JORDAN, former Washington, D.C. bureau chief for NBC News, was named dean of the school of communication at American University.

* * *

LEONARD HARRIS, theater and film critic for WCBS-tv, was named editor of *American Stage* magazine, taking over the duties of CLIVE BARNES, critic for the *New York Post*.

* * *

JOSEPH R. RAICH formerly circulation zone supervisor at the *Bethlehem* (Pa.) *Globe-Times* was appointed circulation sales manager at the *Mansfield* (Ohio) *News Journal*.

TOM LAYTON was named assistant sports editor of the *Greenville* (S.C.) *News*, succeeding *Jim Hammond* who resigned to become city editor of the *Wilmington* (N.C.) *Morning Star*. Layton, 24, was sports editor of the *Anderson* (S.C.) *Independent* for the past year.

* * *

Theodore L. HENRY JR. was named retail advertising manager for the *Van Nuys* (Calif.) *Valley News*. Henry succeeds DAVID G. GRACE who has assumed the newly created position of retail advertising major accounts manager.

* * *

HOWARD J. BROWN, publisher, *Kenosha* (Wisc.) *News*, was appointed president of the publishing corporation, and EUGENE W. SCHULTE, vicepresident of the company, was named general manager of the paper.

* * *

ROBERT MOOREHEAD will become general manager of *Waterville* (Me.) *Sentinel* on August 1, succeeding JOHN R. HOOPER, who transfers to *Portland Press Herald*. TIMOTHY BLAGG was named managing editor of the Sentinel on July 1, succeeding ROBERT DRAKE, who retired as editor and managing editor.

* * *

GEORGE B. HAGAR, formerly executive vicepresident of McCoy Broadcasting Co., which the Des Moines Register and Tribune purchased on June 1, was named president of the Register Broadcast Group and a vicepresident of the parent company. The broadcast group is headquartered in Honolulu.

* * *

GILBERT L. WATSON 3d, a member of the staff for 11 years, was named metropolitan editor of the *Baltimore* (Md.) *Sun*, a new post that replaces the city editor. JOHN E. WOODRUFF, who was city editor, was named editor in charge of the weekend news sections and special projects.

* * *

CHUCK LYONS has been named director of sales for the *Anderson* (S.C.) *Independent and Daily Mail*. He was with the *San Angelo Standard-Times*.

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Newspeople

Anderson

Blethen

PROMOTIONS—N. Christian Anderson has been promoted to the new position of associate managing editor and Robert C. Blethen will have the new title of assistant managing editor-administration, J. A. Blethen, publisher of the *Seattle Times*, said. Anderson's previous position was assistant to the executive editor. Blethen was assistant managing editor-features. Anderson will have responsibilities in the news and features departments. Blethen's new duties will include some formerly handled by the assistant to the executive editor. Anderson, 28, joined the Times in 1977 as assistant to the executive editor. Before that, he was managing editor of the *Union-Bulletin* in Walla Walla and city editor of the *Democrat-Herald* in Albany, Ore. Blethen, 32, with the Times since 1968, has been assistant city editor and assistant to the executive editor.

LAWRENCE E. POWERS has been named national classified manager for the San Francisco Newspaper Agency, which handles all non-editorial functions for the *San Francisco Chronicle* and *San Francisco Examiner*. He replaces ARTHUR H. BENHAM, who was recently promoted to the post of outside classified sales manager for the agency. Powers was formerly a senior display advertising representative for the Capital Newspapers Group in Albany, New York.

* * *

EDWIN M. FREAKLEY, previously city editor, is assistant managing editor for content, and JAMES W. THACKER, night managing editor, is managing editor for production at the *Roanoke* (Va.) *Times & World-News*, both new positions. L. RICHMOND MARTIN III, who was day city editor, was named city editor.

* * *

PATRICIA P. JONES, who is finishing requirements for her doctorate in educational psychology and counseling, was named marketing and research manager of the *Lexington* (Ky.) *Herald-Leader*. FRED HULL, former ad marking manager for *Wichita Beacon-Eagle*, was named national ad manager.

* * *

KENNETH D. WELCH, 65, retired July 7 as assistant city circulation manager of the *Chicago Sun-Times* where he spent 45 years.

in the news

APPOINTED—John P. Widdison has been appointed managing editor of the Worcester (Mass.) *Telegram* and the *Sunday Telegram*. Widdison succeeds James R. Wheeler, who had been Telegram managing editor for the past six years. Widdison, 40, has been with the Worcester Telegram and the Evening Gazette for 17 years. He started his newspaper career in 1962 as a reporter in the Clinton (Mass.) bureau.

He was appointed assistant managing editor of the Telegram in 1975 and until 19 months ago had directed the sports coverage of the newspaper.

David Cook, associate editor of *Tallahasse Democrat* since 1967, has returned to *Ocala* (Fla.) *Star-Banner* as managing editor. William Mock, who joined the paper from the *Baltimore Sun*, was named city editor; and Al Lee, Ocala bureau chief for *Tampa Tribune*, has rejoined the Star-Banner as assistant news editor. Cook succeeds Don Meiklejohn, who resigned to become Washington bureau chief of the *New York Times* group of Florida newspapers.

* * *

James B. Wieck, UPI's Kansas City bureau manager and news editor for Kansas and Missouri, was named Kansas-Missouri regional news editor in the wire service's expanded Kansas City News Center. His deputy will be Robert D. Inderman, an editor in the Dallas UPI bureau, who was appointed Newscenter editor.

* * *

Timothy A. Blagg, 36, who has been advisor to the managing editor and manager of quality control at the Asbury Park (N.J.) Press, was named managing editor of the *Central Maine Morning Sentinel*, succeeding Robert G. Drake Sr., who formally retired July 1 and is now executive secretary of the Maine Press Association.

Jeffrey Wexler has been named editor and publisher of *The Shenandoah Valley Magazine*, Staunton, Virginia.

* * *

James P. Wayne has joined the Washington Post Company as director of Human Resources Planning. Wayne, 39, has been in the personnel and human resources field for the past 17 years, most recently as a principal in the New York City office of the management consulting firm of Hay Associates.

* * *

Gaylord Whiting, who became business manager of the Daily Camera a year ago when Jim Sevrens resigned, has been promoted to general manager. He assumes responsibility, under the publisher, for all departments except Editorial, where policy decisions remain with the editors. Last month at the annual meeting of the Boulder Publishing Co., now a subsidiary of Knight-Ridder Newspapers, Inc., in which the parent company holds a majority of the stock, Gaylord was elected to the position of vicepresident.

* * *

John Williams, 32, has been named manager of the newly organized Audio Visual Department of the *Atlanta Journal* and *Atlanta Constitution*.

* * *

Detroit Free Press announced the following news department changes:

Louise Swartzwalder, 32, formerly chief assistant city editor at the *Des Moines Register*, has been appointed assistant city editor in charge of government coverage.

Bill McGraw, 28, formerly the Tipoff newsfeatures column writer, will become a sports writer covering hockey.

Donna Urschel, 26, currently a researcher for the Action Line column, will succeed McGraw as writer of the Tipoff column.

Doug Hall, 27, formerly a reporter for the *Nashville Tennessean*, has joined the staff as a general assignment reporter.

Larry Werner, consumer writer for *Louisville Courier-Journal* for 7 years, has replaced Marty Hair, now an assistant city editor, as consumer writer.

Charlotte Slater Craig, formerly a reporter and syndicated columnist for *Detroit News*, will cover general business topics.

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EMMY WINNER—In his more than 20 years as a reporter, Bill Farr has won his share of writing awards. But recently, Farr, a *Los Angeles Times* staff writer, was honored with something few—if any—reporters can claim: a television Emmy. Farr is co-producer of "Student News," a weekly, 15-minute news program telecast on a Los Angeles educational channel. The program won the regional Emmy in the "small news staff" category, in competition with several area professional news programs. It was the only all-news program to win an Emmy, presented by the Los Angeles Branch of the Academy of Television Arts and Sciences. "Student News" is written, filmed and presented by a staff of 55 students, drawn from high schools in the Los Angeles area.

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Udell predicts tight newsprint condition through year's end

By Earl Wilken

In most regions of the U.S. newspaper advertising linage was up during the first half of the year and newsprint supplies were tight. The outlook for the balance of the year, according to Dr. Jon G. Udell, is for this very tight newsprint supply situation to continue.

Udell, the ANPA economics consultant and Irwin Maier professor of business, University of Wisconsin, said in his special newsprint report (ANPA General Bulletin No. 23) most of the problem stems from the rapid advance of U.S. newsprint consumption in recent years without a corresponding increase of mill capacity.

With this tight newsprint supply condition, Consolidated-Bathurst announced July 20 it would raise the price of newsprint on October 1 about 9% and bring the new ton price to $375 (U.S.).

Other newsprint suppliers have indicated they are either studying the decision of Consolidated-Bathurst or do not plan at the present time to announce price increases. Consolidated-Bathurst said higher energy costs brought about the increase.

Although a number of newspaper executives expected an increase in the cost of newsprint, the date of October 1 is earlier than predicted. The contracts between eastern Canadian newsprint producers and the Canadian Paperworkers Union expire in the spring of 1980 and one reason advanced for the increase on October 1 was to put more time between the increase and the labor talks.

A telephone survey by EDITOR & PUBLISHER of various regions of the country also revealed tight newsprint supplies with a few papers in a newsprint crunch condition. It was learned that one western newspaper was paying over $600 a ton for newsprint.

All of the papers in need of newsprint in the Northeast region were small circulation papers with limited newsprint storage facilities. The E&P telephone survey also indicated that some of the problems in this region were brought on by the closing of the supply lines from Georgia Pacific. The company closed down one old machine in its Woodland, Maine, plant and converted a newsprint machine to make fine papers.

In the mid-west region, John B. Lux, chairman of Inland Daily Press Association's newsprint committee, said he had not heard of any severe problems, but newsprint in the area was tight. A number of newspapers, Lux said, are experiencing late shipments of newsprint and in the region newsprint stock stood at 25 to 40 days.

Storage space is the problem for the small papers, Lux commented, but the newsprint committee still advocates not only contracts with newsprint suppliers but also an adequate inventory level for all newspapers.

On the west coast some newspapers have been faced with tight newsprint supplies since the start of the year, but at this time there is no indication of a newsprint emergency.

The U.S. Census Bureau which gets data on newsprint shipments into this country from the Customs Service Department, said for the month of May, Japan shipped 5,652 tons (short) of newsprint into the U.S. Total dollar value was $2,543,161.

Finland during the same period shipped 14,787 tons (short) into the country at a value of $5,475,022. Neither Sweden nor Norway shipped newsprint in May to the U.S.

For the first four months of 1979 total newsprint shipments into the U.S. came to approximately 33 million tons (short). Canada shipped in May of this year 554,985 tons (short) to the U.S. and value was $178,711,885.

Total U.S. newsprint stock in May, 1978 was 1,156,000 tons (metric) while the preliminary figures for May, 1979 shows stock at 908,000 tons (metric).

In May of 1978 there was a 44 day supply while in May of 1979 stocks were at a 34 day level.

Udell in his report listed those newsprint producers who have announced capacity additions in 1979, 1980 and later, and said if the additions come on stream as scheduled, newsprint capacity should advance at least as rapidly as U.S. consumption during the next few years.

ANPA projections, he stated, indicate a demand trend value for U.S. consumption of 12.5 million short tons in 1985. In 1978 actual newsprint consumption was 10,871,000 short tons.

Udell predicted the early 1980's should present a more balanced newsprint situation because of capacity additions. He urged newspapers to rebuild newsprint inventories and maintain them at a fairly high level because there is not likely to be any substantial excess of supply.

In several related matters, MacMillan Bloedel of Vancouver, British Columbia, has agreed to sell its 2.8 million shares (18.9% of the outstanding stock) of Domtar Inc., to Caisse de Depot & Placements du Quebec. This organization is the pension investment group of the Quebec provincial government. Selling price was not disclosed.

Newsprint production was resumed at two MacMillan Bloedel plants (Powell River and Port Alberni) after the Canadian Paperworkers Union approved a two-year contract with the company. The mills produce 2,370 metric tons of newsprint a day and were closed for a period of one week.

The ANPA filed a statement recently with the General Freight Traffic Committee, saying the proposed charge of $70 on shipments loaded in XM and XF box cars, from, to and within official territory during the incentive per diem period was "unjust, arbitrary, highly inflationary and nothing more than a punitive measure which will be self-defeating and counter-productive."

Classes in desert survival sponsored

Desert survival for children was the subject of two classes taught at Barstow (Calif) Community College recently, sponsored in part by the *San Bernadino* (Calif.) *Sun*.

Roughly 375 children, ages eight to 15, participated in the "Desert Proof Your Children" program. Slides and films on desert survival were shown, and demonstrations were provided by the Bureau of Land Management and the Rescue Squad.

Besides assembling a desert survival kit, each child learned how to recognize areas where water might be found.

The class was part of an effort by *The Sun* to become involved with outlying communities.

Other sponsors were the Bureau of Land Management, the Sheriff's Barstow Desert Rescue Squad, Barstow Community College and the Boy Scouts.

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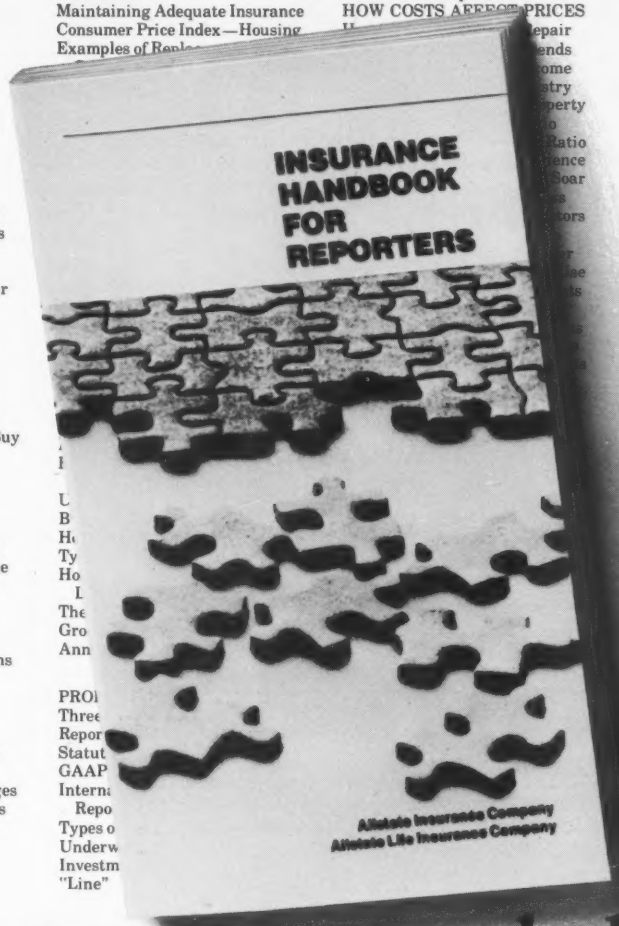

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Confusion reigns

(Continued from page 10)

Israel's list includes:

N.Y. Times, N.Y. Post, Newark Star-Ledger, Westchester-Rockland Newspaper Group, *Bergen Record, San Francisco Chronicle* and *Examiner, Philadelphia Bulletin, Oakland Tribune, Detroit Free Press, Washington Post, Washington Star, Cleveland Plain Dealer, Fort Worth Star-Telegram, St. Louis Post Dispatch* and *Globe Democrat, Tacoma News Tribune, Baltimore Sun, Portland Oregonian* and *Journal, Cincinnati Enquirer* and the *Kansas City Star* and *Times*.

If Three Sigma handles the project, it will begin conducting 40,000 telephone interviews in September, have the results reviewed by Advertising Research Foundation in December and on line to national advertisers and agencies by early 1980, according to Simmons.

The survey will measure reach and frequency and collect standardized demographic data recommended by the American Association of Advertising Agencies such as: age, sex, education, marital status, employment, occupation, race, principal language spoken, household size and income, home ownership, type of home, zip code, address and head-of-household information.

Large metros will pay roughly $22,000 to participate, with smaller dailies turning over about $11,000.

If a newspaper in a top 29 market refuses to participate, it will be measured regardless, said Timberlake, whose own paper has signed a letter of intent with Three Sigma.

Israel insisted that a September starting date is unrealistic, considering the "number of interviews that must be conducted. "And added that his firm would conduct 5,000 more interviews than Three Sigma.

Timberlake argued, however, that "it's a relatively straight forward study and shouldn't require a tremendous amount of preparation." He also expressed concern that if the study were delayed until spring, it might never get off the ground.

The Tribune executive said that the chosen supplier would not necessarily handle follow-up studies in the years to come. "We could pick a different supplier next year," he said, adding that he thinks the survey should be done annually.

A "user council" consisting of newspaper research experts will be set up within the next two weeks to monitor the project's input and progress, Timberlake said.

Third firm

(Continued from page 10)

"The Ad Hoc Committee coming down and choosing one firm after meeting behind closed doors is clearly a restraint of trade," Currier said. "Any publisher should be allowed to use any research firm he wants."

Currier also rapped the Newspaper Advertising Bureau for starting up its own newspaper audience data bank.

"What the hell do Bogart and Kauffman think they are doing?" he asked. (Bogart is executive vicepresident of the Ad Bureau and Kauffman is president.)

Closed to public

The *Fort Lauderdale* (Fla.) *News* and *Sun Sentinel* have closed their library to the public.

Management said its use would be restricted to employes to increase its efficiency. Microfilms of the News back to 1926 and of the *New York Times* back to the 1800s are available in the city library but there are no Sun Sentinel microfilm files there.

Ad Bureau

(Continued from page 10)

detailed audience data for any list of newspapers or markets; 2) develop data custom tailored to any geographic or demographic definition; 3) calculate reach and frequency estimates; 4) make media mix analyses, and 5) deliver its data output instantly via on-line computer system.

The Ad Bureau is billing "CAN DO" as another step in the "NewsPlan" program of the newspaper industry to make it easier for advertisers to plan, buy and use a national newspaper ad schedule. Under the "CAN DO" system, the Bureau will supply audience figures for any combination of three or more newspapers, or for individual papers which have released their data.

Maurice Buchart, vice president and general manager of the Louisville (Ky.) Courier-Journal, who is chairman of the "NewsPlan" Committee, Robert H. Lambert, president of Story & Kelly-Smith, Inc., and also president of the Newspaper Advertising Sales Association, and Mac Morris, Bureau vicepresident for national advertising sales, detailed the progress made by NewsPlan, since its launch six months ago.

They made the following points:

- NewsPlan has a specific goal—to increase newspapers' share of national advertising by one-third by 1985.
- The discounts-for-continuity offer with which the newspaper business launched NewsPlan is only one part of the program. Other major elements involve audience research, advertising production technology and a national information and buying service.
- Some 850 newspapers with 75% of the total daily circulation in the United States and 93% of the circulation in the top 50 U.S. markets are now participating in NewsPlan.
- NewsPlan sales teams have already made calls on more than 100 of the top 200 national advertisers, including 40 of the top 50 and their advertising agencies.
- In addition to the discounts-for-continuity idea, every NewsPlan call emphasizes the continuing long range benefits of newspaper advertising for national advertisers.
- NewsPlan sales teams are offering to supply computer runs of costs and discounts, for markets selected by the advertiser, and are asking advertisers to act now to issue annual contracts to earn the appropriate discounts.

Newspaper advertising executives also heard that more than 650 "NewsPlan" participants are no longer requiring that ads be in modular sizes in order to qualify for the NewsPlan discounts, and are going along with advertiser requests to allow any combination of ad dimensions as long as they come to six or more pages.

Among the major advertisers who have signed NewsPlan contracts are: Procter & Gamble, Philip Morris, Nestle, R.J. Reynolds, American Brands, United Airlines, Eastern Airlines, General Motors, Ford and others, according to the Ad Bureau.

Newspaper advertising executives were also advised to "move fast" to help retailers realize maximum benefits from the product movement data being generated at the cash register checkouts of their local supermarkets.

Richard Neale, vicepresident in charge of the National Advertised Brands Scanner Reports Division (NABSCAN) of the Newspaper Advertising Bureau, Inc., told the International Newspaper Advertising Executives in Kansas City that the number of scanner equipped stores will quadruple this year. As a result of this explosive growth, he said, practically every newspaper will soon have the opportunity for access to product movement data in its market.

The bureau could process this computer data every month, and return it to the newspaper as an "easy to use report that proves advertising in your newspaper increases supermarket sales and revenues," he said.

Neale called these supermarket product movement reports the newspaper's "best and most specific tool" for increasing volume by demonstrating newspaper effectiveness and for helping supermarket advertisers pinpoint the ad approaches that work best.

Breakthrough in British newspaper negotiations

By M.L. Stein

A major breakthrough has been achieved in the labor dispute that has shut down the *Times of London* and the *Sunday Times*, a Times Newspapers Ltd. official told EDITOR & PUBLISHER.

Michael Poole, market development manager and acting press officer for the British company, said both sides have agreed to lay aside for one year the key issue of who will operate the photocomposition terminals, editorial employees or members of the typographical union (National Graphical Association). The shutdown is in its seventh month.

Poole reported also that management has reached accord with two more of the nine unions with which it is dealing, the mailers and engravers. Out of 65 separate chapels of the nine unions, *The Times* has settled with 22 of them, Poole said.

A representative of the National Graphical Association confirmed the temporary settlement of the operation issue.

However, Poole noted that other important matters are still being negotiated. Among them is the Times' offer to reinstate 3,000 fired workers if the unions guarantee "continuous production."

Poole explained that the newspapers had been plagued by wildcat walkouts despite contracts with the unions.

Another issue, he stated, is "reduced manning levels" with the installation of the new technology. Poole said the company has agreed to severance pay of up to $50,000 for workers who take voluntary retirement.

Poole predicted that the dispute could be settled by October if negotiations continue at their present pace.

He credited Lord Thompson of Fleet, chairman of International Thompson Of Organization, with triggering the breakthrough when he came to London June 27 for the organization's annual general meeting. Thompson is not taking a direct part in the negotiations, however, Poole said.

"But he did bring them together," he added.

A union spokesman told *E&P:* "At least we are talking to each other. That's always good."

Judge refuses

(Continued from page 12)

courtroom closure posed by defense attorney Helen Sadow, spent nearly three weeks reviewing papers and testimony opposing the closure motion offered by the Manhattan district attorney's office and attorneys for the *New York Times*, the *Daily News*, *Newsday* and the American Civil Liberties Union before issuing his decision last Monday.

Ms. Sadow motioned for closure on the grounds that adverse publicity had already affected her client's right to a fair trial, and further publicity would serve only to make it impossible for the court to muster an impartial jury.

Her motion was filed less than 48 hours after the U.S. Supreme Court handed down its controversial decision giving judges wide discretion in closing courtrooms in the Gannett vs. De Pasquale case.

The defendent in the attempted murder case, Charles Wright, pleaded guilty last spring to an attempted murder charge. The judge offered a 12½ to 25 year sentence in exchange for the plea.

However, since the defendent had just been paroled from a similar sentence would have been satisfied by his prior imprisonment, thereby making him eligible for parole the day he arrived back in prison.

A state parole officer testified that immediate parole was highly unlikely—Wright would probably have to serve at least six years before parole would be considered—but prosecutor Toby Thacher objected to the plea and sought to have Wright declared a persistent felony offender.

Ms. Sadow wanted the hearing on the designation, which carries a minimum 15 year sentence, closed to the press and the public.

In issuing his decision, Justice Schwalb cited Thacher's note that his office seeks to keep all trials open unless there is some "compelling reason" for closure.

Short take

A man in a jogging suit strolled up to the window of a fast-foot restaurant . . .—*Newark* (N.J.) *Star-Ledger*.

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Official scorers

(Continued from page 14)

for many years, so perhaps it is not the problem I think it to be."

"Scoring makes a reporter a member of the family no more than does riding the team plane or having his bags carried on the team truck or being allowed to enter the clubhouse before and after a game," said Cooper of the San Francisco Examiner. "There is a certain amount of intimacy between a reporter and the team that cannot be avoided. It is built into the job."

Cooper said some teams try to circumvent this by "diluting" the baseball beat and assigning "perhaps as many as a half-dozen different writers to cover a team at various times." However, this, he said, tends to preclude any of them being able to cultivate confidential relationships that can lead to stories and it "also interrupts the continuity that is so helpful to someone covering a day-to-day sport like baseball."

What happens to a scorer-player relationship as a result of a scoring decision is a matter "best left to the principals involved," Cooper said. "If a writer is unable to cope with such situations, he probably should not be on the beat in the first place."

Most of the sports editors polled said they were not aware of a situation where a sportswriter was paid less because of the extra income derived from serving as official scorer.

Herb Stutz, sports editor of the Philadelphia Bulletin said, "Although we did increase our person's salary to make up for the income loss, I never remember the income from being an official scorer coming up in salary range discussions before that."

Anderson of the Houston Post said, "The pay writers received for scoring never influenced our salary decisions. Maybe in some cases, papers allowed scoring money to justify a lower salary, but the Post never allowed this to happen."

Most of the sports editors who do not permit their sportswriters to act as official scorers would like to see the Baseball Commissioner's office come up with some type of plan for full-time scorers.

Lebovitz of the Cleveland Plain Dealer summed up the feelings of those sports editors when he said, "It's high time those of us who write about the ball players and the ball games get out official scoring business."

Tom Hennessy, sports editor of the Detroit Free Press said he sees "no problem with retired sportswriters becoming scorers." An even simpler solution, in his opinion, would be to add the official scorer's duties to those of the umpire.

"I am in favor of the respective leagues or the Commissioner of Baseball hiring former sports writers, players, managers or umpires who are qualified to score," said Dick Peeples, sports editor of the Houston Chronicle. "I stress the word qualified. I do not believe it would be necessary for scorers to travel. I believe there are qualified persons in each major league city who could score."

Clendenon of the Atlanta Constitution favors traveling scorers. "I definitely like the idea of replacing writers with a team of traveling scorers," he said.

Harold Claassen, deputy sports editor of the New York Times said paid scorers operating out of the Baseball Commissioner's office "would be the best solution to the problem."

Cooper of the San Francisco Examiner points out that reporters are generally not allowed to serve as official scorers until they have covered at least 100 games for three seasons.

"If the leagues could find similarly qualified people to score—umpires, retired writers—fine," he said. "But if they worked for baseball full-time, there might be a tendency to always make the 'popular decision'—to favor the good hitters with calls and to favor the home team. Such home team favoritism surely would be pronounced if such people stayed in the same city all season, rather than moving around as umpires do."

Ironically, the Los Angeles Herald Examiner's sportswriter was accused of making a home town decision during the recent New York Yankee-California Angel game.

Still Cooper feels it might be better to continue using "conscientious" reporters as scorers.

"One of the benefits of allowing conscientious reporters to score is that they have not been in the business of winning popularity contests and thus have not been afraid to make calls that might not win the approval of the home team or fans," he said.

"Unfortunately, not all baseball writers totally fit that description. The best solution, though, would seem to be finding the ones who do."

In any case, the current system must be carefully looked at in light of the two recent controversies created by reporters acting as official scorers.

"The responsibility of score keeping belongs to professional baseball," said Searcy of the Philadelphia Inquirer. "It cannot give us a good reason for continuing its present policy. Baseball does it because it is cheap and generally trouble free. The job should be done by professionals."

Anderson of the Houston Post throws the decision into the lap of the Baseball Commissioner's office.

"There are many alternatives, any of which are a step up from using writers to score," he said. "The Commissioner's Office needs to decide which way to go and then take action."

Circulation dispute in Wilkes-Barre

There's action again in Wilkes-Barre, this time a dispute over circulation figures.

The unions' strike paper, the *Citizens' Voice* recently reported that management's *Times Leader* was engaging in the "massive deception" by failing to tell advertisers that a good percentage of its circulation was non-paid.

The Citizens' Voice, through "confidential sources," had obtained a Times-Leader computer printout of its truck load ledger. The strike paper reported that the Times Leader's actual paid circulation was less than 25% of the pre-strike figure.

Times-Leader publisher Richard Connor agreed that a substantial proportion of the paper's circulation was non-paid, but said the figures were not as high as the strike paper had reported. Connor also said there was no attempt to keep this from advertisers.

"Our circulation yesterday (July 18) was 66,710 newspapers," Connor told *E&P*, "and approximately half of that were samples. I have never contended that all our circulation was paid."

Connor continued, "Our goal is to distribute as many papers as we can—free or paid—to try to reach a total of 70,000. We'll get paid for them in due time."

He added, "Obviously, we wouldn't be doing this if there wasn't a strike."

Conner said more important than circulation is the amount of advertising his paper is carrying. He said in January of this year, the Times-Leader carried 31,000 inches of ads and in June that total was up to 64,000 inches per month.

"Our ad figures are proof that our circulation plan is working," he said.

In a development related to circulation, the Times Leader has started a scholarship program designed to provide its carriers with scholarships worth up to $4,000.

At a recent dinner, Connor awarded a total of $56,000 in scholarships to the paper's newspaper carriers.

Times Leader management said the program will hopefully help solve a turnover of carriers.

In order to qualify for the scholarship, a carrier must deliver the Times Leader for a minimum of three consecutive years immediately prior to his or her graduation from high school.

The carrier must attend one of 28 Pennsylvania colleges or universities and must maintain a minimum of 2.5 cumulative grade point average per semester, based on a 4.0 system.

Lowell, Mass. may be site for U.S. printing museum

By Earl Wilken

The printing and publishing industries are considered two of this nation's oldest manufacturing industries and in 1978, according to federal government estimates, the total value of receipts approached $52 billion. Newspaper employment in 1977 ranked second in U.S. manufacturing industries with 386,000 persons. Only steel mill employment exceeded newspaper employment.

With this position in the nation's economic complex, it is hard to understand why the printing and publishing industries have not promoted and developed a central repository or museum of printing equipment along with a history of the industries. The only printing museum in the world is located in Mainz, Germany.

Now two organizations, the independent *Lowell* (Mass.) *Sun* newspaper and the book and directory printing firm, Courier Corporation of Lowell, are joining together to establish a national museum in that city.

The foundation for this ambitious project lies in the development of the first Urban National Historical Park in downtown Lowell, Mass. Coupled with this $40 million federal program is a $10 million Massachusetts State Heritage Park program.

The federal program was approved by the Congress last year and the Historical Park has the theme, "The U.S. Industrial Revolution."

Back in 1817 a number of business men from Boston and Waltham, Mass., established one of the first planned industrial cities called, "Lowell Housing." Young women from the surrounding country-side were recruited to work in the mills powered by water and located on the Merrimack River and the canals winding through the city of Lowell.

The state Heritage Park program will set-up a green-belt area for recreation encompassing the canals of the city. Visitors to the two parks are expected to reach 700,000 a year.

The newspaper and the printing firm have each contributed $2500 for a feasibility study which is being carried out by Michael Sand, a well known graphic designer and museum developer from Brookline, Mass. The study is to be completed in the next six weeks and will detail how the program for a National Printing and Newspaper Museum can be incorporated in the National Historical Park project.

Two prominent newspaper executives from Mass., Richard C. Steele, publisher of the *Worcester Telegram* and K. Prescott Low, publisher of the *Quincy Patriot Ledger*, have been working with James I. O'Hearn, general manager of the Lowell Sun and Alden French, Jr., president of the Courier Corporation, to interest other printing firms and newspapers in locating the proposed museum in the Lowell park complex. In nearby Worcester, Mass., the American Antiquarian Museum houses the Nation's largest collection of colonial newspapers, however, the museum is open only to scholars interested in American history.

William D. Rinehart, vicepresident/technical ANPA, visited the park area recently and discussed possible sites for the museum. Six potential areas have been proposed including former mill facilities. Rinehart said the museum would have worldwide appeal.

Jerry W. Friedheim, executive vicepresident and general manager of the ANPA, commented that, "The idea is a worthy one which could benefit both the community and the newspaper business."

O'Hearn stated recently, "We need some ideas from the community and we need to get the concept, should it become a reality, included in the overall plan of the park."

Newspapers across the country are invited to submit suggestions and comment on the establishment of a National Printing and Newspaper Museum in the Lowell, Mass., Urban National Historical Park.

Mary C. Lena, director of special services for the Lowell Sun is liaison officer for the museum project.

St. Louis P-D holds cap day at ball game

On *St. Louis Post-Dispatch* Cap day at Busch Memorial Stadium, the third largest baseball crowd in Busch Stadium history—50,163 paid—were in attendance and each received a free Post-Dispatch/Cardinal Redbird cap.

This is a follow-up on an opening day package which included a Post-Dispatcher poster and a pocket schedule which the Post-Dispatcher made available in conjunction with the Cardinal Redbird, the Post-Dispatch Weatherbird and the Anheuser-Busch Eagle. This was all in a program initiated by the circulation director, Roger Ruwe, who now has circulation responsibilities for both the daily and Sunday Post-Dispatch and the morning and weekend *Globe-Democrat* for St. Louis.

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Turf writers rally to aid of racetrack pr man

In a surprising showing of unity, horse racing writers and photographers have spoken out against the demotion by the New York Racing Association of Sam Kanchuger, who had served with the NYRA press officer for more than 20 years.

Kanchuger lost his position as director of press relations in a "reorganization" of the NYRA public relations staff and was given the new title of director of corporate research. Replacing Kanchuger was Christopher Scherf, who had been Kanchuger's assistant for "more than a year."

"This is the first time I have seen racing columnists defending a press agent—a public relations guy," said one official connected with the NYRA. "The Turf Writers Association usually has a hard time agreeing on anything, but they are united about protesting Kanchuger's reassignment," he told E&P.

In a mailgram to Ogden Phipps, chairman of the Board of the NYRA, David Pickoff, president of the New York Press Photographers Association wrote: "The officers and 285 members of the New York Press Photographers Association strongly protest the shabby treatment accorded by your organization to a long and faithful employee, Sam Kanchuger."

Pickoff described Kanchuger as "one of the most outstanding press relations chiefs in the sports field" and said Kanchuger's removal "shocks" the entire New York Press Photographers' membership.

Both the National Turf Writers Association and the New York Turf Writers Association also recorded their protests.

In an emotional column, *N.Y. Post* racing writer Ray Kerrison described Kanchuger as "a warm, self-effacing trooper whose competence was exceeded only by his courtesy."

Kerrison said, "Many of us would sleep on a bed of nails for Sam Kanchuger, so highly do we regard him. To change his job is one thing; to banish him to Aqueduct (racetrack from his former office at Belmont Park) is a strike at his dignity."

New York News racing writer Wes Gaffer wrote, "In one of those moves comprehensible only to the self-servers who made it, Sam Kanchuger was relieved of his job of director of press relations for the NYRA and shunted off to a closet at Aqueduct."

On the front page of its sports section, *Albany Times-Union's* Tom Cunningham called Kanchuger's reassignment an "unkindest cut." He called Kanchuger "the best in the business'."

Kanchuger

Cunningham said no one has ever helped to make racing writers jobs easier than Kanchuger. "Not only has he made our job easier, but he has tipped us on stories and on occasion stopped us from making big mistakes. He was a true pro at his job."

Cunningham said "just about every writer on the East coast who has ever been in contact with Kanchuger is letting the NYRA know how they feel.

"If the NYRA had come up with some concrete reason for farming out Sam Kanchuger, I guess I'd have to say its their business and not ours," Cunningham said. "But you can't line a garbage pail with papier-maché. If the NYRA had any heart left in its operation, it cut it out when it slapped down Sam Kanchuger without a thanks for the memories."

James Heffernan, president of the NYRA described Kanchuger's job change as part of a reorganization of the public relations staff.

Robert Ryan, who was named vice-president of public relations for the NYRA four months ago (and to whom Kanchuger will report) said, "In evaluating the public relations apparatus . . . it was apparent that little attention had been given to the research function. In every successful business organization, the research unit plays a key role. Here, it can be a valuable resource to help management in developing policies and making decisions."

Loeb urges admen to back ad contest

William Loeb, publisher of the *Manchester Union Leader* and *New Hampshire Sunday News*, has sounded a challenge to advertising agency members of the New Hampshire Advertising Club to participate in a newspapers' backed creative competition.

A total of 13 ads, judged to be the best examples of the sound argument that the written and printed word is the best powerful and authoritative method of conveying ideas from one person to another, will be published by the newspaper.

The first of the ads will appear Sunday, August 12. Judges are Roger Patterson, director of marketing services, International Packings Corporation; Jill Bigelow, retail advertising director of Yield House, Conway, N.H.; and Donald R. Ellison Jr., vicepresident, Marketing Department, Merchants Savings Bank, Manchester.

Guild reaches agreement with Washington Post

After more than three years of negotiation, the Washington-Baltimore Newspaper Guild and the *Washington Post* has tentatively agreed on a new wage and fringe benefit package.

To reach agreement, both sides compromised, the Guild yielding on the issue of union security by giving up a demand that eight out of ten newly hired persons join the guild, and the company agreeing to withdraw a demand for a no-strike clause.

The agreement was still subject to approval by both the Guild's full negotiating committee and the Post membership.

Provisions agreed to call for pay increases totaling up to $82 a week over three years, plus cost-of-living increases in the second and third years of a three-year contract. The money provisions would be retroactive to April 1. The projected contract also calls for a restructuring of the newspaper's health and pension funds and, for the first time, part-time employes would become eligible for health benefits. Part-time workers comprise about one-fifth of The Post's work force.

The Post Guild represents editorial, sales and clerical employes, with about 550 of the employes in these groups being dues-paying members of the union.

The last contract between the Guild expired in March of 1976.

Niles & Nelson firm bought by Smith

Eugene F. Smith, treasurer and office manager since 1959 of Niles & Nelson, has purchased the company which distributes rollers and blankets to the newspaper industry. The nation-wide firm will continue to handle Reeves Brothers (Vulcan blankets) and Castle Rubber Company products.

Syndicates

By Lenora Williamson

Crime prevention cartoon series free

Shown here is one of the cartoon strips in the series "Thelma Thwartum" by Alex, being offered to newspapers as a public service by NRTA-AARP Crime Prevention. The series is copyrighted.

As part of a continuing effort to promote citizen involvement in crime prevention, the American Association of Retired Persons and the National Retired Teachers Association are offering a new cartoon series designed to help people avoid becoming crime victims.

The series offered free to newspapers as a public service conveys the basis message subscribed to by law enforcement experts that many crimes can be prevented by reducing or removing opportunities for criminals to act.

The 25 strips (four frame, camera ready) depict "Thelma Thwartum", a civic-minded older woman who motivates her neighbors to practice crime prevention techniques, the practical advice being provided by a local police sergeant.

* * *

Editors who want a set of the cartoons or more information about the associations' crime prevention program for older citizens may write: Ms. Deborah Ross, Department CR, NRTA-AARP, 1909 K Street, N.W., Washington, D.C. 20049.

* * *

Thomas M. Drape, assistant editor of Universal Press Syndicate, has been promoted to senior editor by John P. McMeel, president.

Drape will continue in the development of new columns, cartoon features, news feature series and book serializations. He will also develop newspaper features with application to the syndicate's publishing subsidiary, Andrews and McMeel, Inc.

* * *

King Features will begin syndicating Ben Stein's political commentary column September 2. He is a former columnist for the *Wall Street Journal* and has been writing viewpoint columns for the *Los Angeles Herald Examiner* and *Boston Herald American* for the past several months.

Stein authored a 24-part series on money and coping with inflation for King in collaboration with his father, economist Herb Stein. That series is termed one of the syndicate's most successful one-shot projects by editor Allan Priaulx. It is the basis of a new book to be published this Fall by Harper and Row and Avon.

The new column will concentrate on domestic issues, with emphasis on how individual people can cope with inflation and other economic problems.

Stein, a graduate of Columbia University and Yale Law School, was an attorney for the Federal Trade Commission and later a speech writer for Presidents Nixon and Ford. He wrote for the Wall Street Journal and moved to California where he returned to column writing in 1978 as the Herald Examiner's writer in residence.

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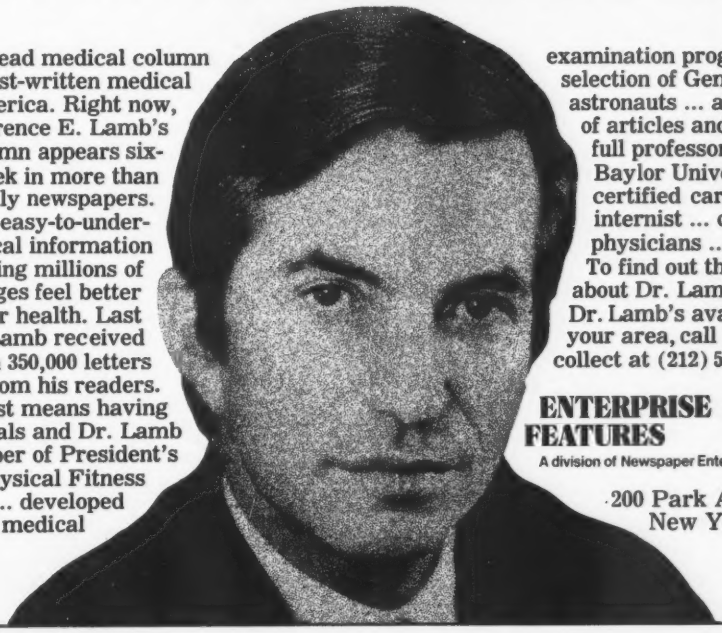

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International battle brews over comic exclusivity rights

The *Windsor* (Ontario) *Star* and the *Detroit Free Press* are waging a battle over the rights to three comics—Doonesbury, Hagar the Horrible and the Lockhorns—and a question has arisen as to whether the Free Press has the right to extend its exclusivity clause across an international boundary.

The Free Press has the rights to publish the three syndicated comics and has told King Features (Hagar the Horrible and the Lockhorns) and Unviersal Press Syndicate (Doonesbury) not to sell the comics to the Star because the Canadian paper is part of its exclusive territory.

The Free Press contends that it is in competition with the Windsor Star and that "the Audit Bureau of Circulation figures show that almost one of five households in Windsor buys the Sunday Free Press." Free Press daily circulation in Windsor is approximately 7,300 compared to the Star's circulation of 88,000.

Windsor, although located in Canada, is less than a mile away from Detroit.

The Star began its attempt to gain the right to purchase the comics after Gordon Bullock took over as publisher a few months ago.

In an attack on the Free Press, Bullock said the denial of publishing rights of the comics amounts to a United States newspaper telling a Canadian newspaper what it can and cannot print. He said he wants that practice stopped.

Bullock insists the Star is not in competition with the Free Press.

"The fact that we are less than a mile from the Detroit Free Press is an accident of history," Bullock said. "In reality, we are as far away as any other foreign newspaper."

Bullock said, "we have had no similar difficulties with the Detroit News which, quite rightly, considers Canadian business to be outside of its jurisdiction."

The Free Press, he said, "has adopted the attitude that Windsor is obviously an American colony."

Bullock said the issue is a freedom of the press issue rather than an issue over a "handfull of comics."

He said by enforcing the exclusivity clause across an international border, the Free Press is "throwing a newsprint curtain" around a foreign country and denying a Canadian newspaper access to information.

Bullock also expressed concern that the Free Press is denying comics to his paper that can be obtained by his paper's competitors—Canadian newspapers located a few miles away.

Ralph Roth, president of the Detroit Free Press said his paper has invested large sums of money over the years to develop its features. He said the Free Press took a chance on Doonesbury "years ago " when "Nobody showed interest in it" and the comic finally caught on.

"We took a gamble and see no reason now to alter the attractive contract offered us by the syndicate when nobody else wanted the strip," Roth said.

Roth said despite the international boundary, he believes the two papers are in direct competition.

The Free Press carries its color comics on Sunday, while the Star publishes its color comics on Saturday—another reason for the reluctance of the Free Press to give up its exclusive (25 mile radius) rights to the three comics.

The Toronto Star Syndicate markets Hagar the Horrible and the Lockhorns in Canada for King Features of New York and must abide by the terms of the American Company's contract.

Jim Cherrier, manager of Toronto Star Syndicate said, however, he sides with the Canadian paper in this case.

"My personal opinion is the Detroit paper is wrong on this because there is an international boundary involved," he said. "I think Detroit is being picayune."

John Landry, director of the Toronto Sun Syndicate said, "as far as I'm concerned, a border completely wipes out a restriction."

Spokesmen for both Universal Press Syndicate and King Features said because of the binding exclusivity clause in the contract, it is up to the Detroit Free Press to determine what it wants to do. "There is little the syndicate can do." one said.

Meanwhile, a Canadian member of Parliament, Herb Gray of Windsor, said he is investigating the legality of the Detroit Free Press' denial to the Windsor paper of publishing rights to the comics.

Gray is former minister of consumer and corporate affairs. Gray said as a proponent of Canadian economic nationalism, he sympathizes with the Star and has made some inquiries to the Bureau of Competition Policy of the federal Department of Consumer and Corporate Affairs.

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N.J. Assembly backs newsroom search limits

The New Jersey Assembly has passed a bill without debate that would limit police authority in searching and seizing a reporter's files. The bill now goes to the Senate.

Under the bill, a reporter's files can be searched or seized only when:

- The person in possession of the notes has committed or is suspected of committing a crime on which it is believed the files would shed light.
- Immediate seizure is necessary to prevent death or injury.
- Giving notice of a search would result in the evidence being altered or destroyed.
- All appeals through the courts have been used up.
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Cottrell V22, 8 units, JF4 folder
Fairchild Color King, 5 units, 1968.
Will sell components or complete press.
WANTED: Newspaper equipment and complete plants.
IPEC INC.
410 N. Leavitt Street
Chicago, Illinois 60612
(312) 738-1200 Telex 25-4388

22¾" CUTOFF GOSS HEADLINER, 4 units 2 half decks, 2 to 1 folder, available now.
21½" cutoff Hoe Colormatic, 3 units, 2 half decks, available now.
2 presses, 22¾" cutoff Goss Headliners. 8 units, 1 half deck and 3 to 2 folders.
4 wood Autopasters.
6 Goss Autopasters.
2 new Goss web width 55" or 56" cut down kit.
2 Goss double balloon formers, 1 is 23 9/16" cutoff, 1 is 22¾" cutoff.
2 4-unit Goss Community oil bath
6 unit, 2 folders Goss Surburban
BRAMBLE PROFESSIONAL PRESS INC.
Route 2, Box 2285, McAllen, TX 78501
(512) 682-7011.

2 MODEL 105 Baldwin Counterveyors. Available immediately. Excellent condition. Contact Bill Lyons, PO Box 629, Old Saybrook CT 06475.

GOSS COMMUNITY, 4 units, installed new 1978, Boston area, offers. Box 29323, Editor & Publisher.

MARK I GOSS HEADLINER—6 units with sub-structures and RTP, tension lockup, 22¾" cutoff, 3 color decks, A-80 frames, all equipment equipped for Di-Litho system, no folders.

MARK I GOSS HEADLINER—4 units with 2 color humps, sub-structures, reels and tension. 22¾"cutoff, compression lockup, A-80 frames, 1 single delivery folding machine.

GOSS UNIVERSAL—8 units, 4 color humps, 2 folders, 2 drives, 22¾" cutoff, stereotype if required.

All presses are equipped with Saddles.

2—DYNAFLEX 1523-9 Processors, with auxiliary platemaking equipment.

WANTED TO BUY—Goss Mark I Headliner with 23 9/16" cutoff, A-80 frame.

UNIVERSAL PRINTING EQUIPMENT CO.
1 Madison Street
East Rutherford NJ 07073
(201) 438-3744

PRICED TO SELL—2 unit Goss Community ½ and ¼ page folder, 2 units, 15 HP. Write or call
CONTINENTAL PRINTING MACHINERY
7881 Mastin St, Suite 201
Overland Park, Kansas 66204
(913) 432-8276

EQUIPMENT & SUPPLIES

PRESSES

WE OFFER FOR SALE AS OWNER
Goss Urbanite units, folders.
Goss Urbanite 3 color unit.
Goss Community, 5 units.
Harris V-15A, 4 units.
Harris V-15A, 6 units, constant ink.
Harris upper former for V-15A.
Color King, 5 units, double parallel.

Our inventory changes constantly; many items not listed above. We can supply the equipment you require.

OFFSET NEWSPAPER EQUIPMENT
1820 Briarwood Industrial Ct NE
Atlanta, GA 30329
(404) 321-3992 Telex 70-0563

GOSS COMMUNITY
1973, 8 units, SC folder, upper former. UPECO, Box 455, Lyndhurst NJ 07071.

LET US BE YOUR SERVICEMAN
Removals, installations, custom press engineering and rebuilding services, web width reductions . . . Double width, single width, offset or letterpress.
Write or call:
CONTINENTAL PRINTING MACHINERY
7881 Mastin, Suite 201
Overland Park, Kansas 66204
(913) 432-8276

WANTED TO BUY

GOSS COMMUNITY OIL BATH with SC folder unit separate. Box 1983, Editor & Publisher.

NEED 1500 SERIES GOSS SUBURBAN
4 to 6 UNITS.
BOX 200, EDITOR & PUBLISHER.

IBM COMPOSER, IBM ESC, IBM fonts, offset, N. Gregory, 343 Clive Ave., Oceanside, NY 11572. (516) 764-2250.

FERAG counter stacker in good condition. Must see in operation.
Box 27787, Editor & Publisher.

EQUIPMENT & SUPPLIES

WANTED TO BUY

SHERIDAN 48P or 72P inserter.
Must see in operation.
Box 25954, Editor & Publisher.

MULLER 227 inserter.
Minimum 3 stations.
Box 25956, Editor & Publisher.

STA-HI 257 or
251 COUNTER STACKER
Box 25955, Editor & Publisher.

NEWSPRINT, 30" width, 40" diameter. Truckload, approximately 41,000 pounds. Need immediately. Call Eugene Carnall, (502) 726-9507 or write PO Box 270, Russellville KY 42276.

LATE STYLE
COTTRELL V22/25 AND 845
BOX 273, EDITOR & PUBLISHER.

KANSA 320 INSERTER, minimum 3 stations. COUNT-O-VEYOR STACKER. Box 26682, Editor & Publisher.

CHESHIRE and Phillipsburg any condition. Call collect Herb (201) 289-7900 A.M.S., 1290 Central Ave., Hillside, NJ 07205.

WE PAY TOP CASH
PRICES FOR
All makes and types of Envelope Inserting Machines also Cheshire and Kirk Rudy Labelers, regardless of age or condition. We assume all transportation and pick up costs. Phone Toll Free: (800) 521-5586 or in Michigan (313) 865-7777.

WE WILL PAY a reasonable price for your used, battered Suburban Color King Community press units and folders. Reconditioned units available. Ask for Jane at (216) 627-5511.

MAKING market in Mark I, II, III Photon Pacesetter. The Lookout, POB 205, Hopewell Junc NY 12533. (914) 226-4711.

Help Wanted . . .

ACADEMIC

ADVERTISING-PUBLIC RELATIONS faculty member to start in January. Strong ad or public relations experience desired. Doctorate preferred, but will consider applicant with good progress on degree. This is regular faculty position with rank up to associate professor, depending on qualifications. Reasonable class loads. First-class fishing and powder skiing. For details write William R. Lindley, Box 8242, Idaho State University, Pocatello ID 83209. An Equal Opportunity/Affirmative Action Employer.

ADMINISTRATIVE

CALIFORNIA DAILY and weekly group seeks manager for small daily and five strong weeklies. Must have advertising background and management experience. Send biography, references and salary range to Box 29278, Editor & Publisher.

RARE MANAGEMENT OPPORTUNITY
Editor-publisher small (8200) family-owned quality Mid-South PM daily with weekender AM grossing $1.3 million (including shopper, weekly printing contracts) after 35 years toting load alone making effort to employ capable, ambitious, honorable, community-motivated assistant or business manager to assume accounting, personnel, advertising, production and circulation supervision looking toward complete responsibility 5-7 years. Firm believer in independent newspapers, 57-year-old publisher without family successor seeks to develop strong lieutenant now rather than accept mouth-watering chain offers in hand and head for Tahiti. You must be out there somewhere. Do not expect response before September 30. Send complete resume in confidence to Box 29266, Editor & Publisher.

PAYROLL ADMINISTRATOR—For large Zone 2 daily and Sunday. Must be experienced in all phases of payroll preparation, including the reporting and handling of wages under various labor contracts. Submit resume and salary requirements. Box 29129, Editor & Publisher.

ADMINISTRATIVE

PUBLISHER AND BUSINESS MANAGER for our 7000 circulation rural county seat weekly, the Register Herald, in Eaton, Ohio. Strength of leadership and character combined with the capacity for hard work, the ability to sell, sobriety and integrity are all prerequisites for management positions in this growing organization. Send resume to: G.W. McClure, III, The Brown Publishing Co., 310 Patrick Ave, Urbana, OH 43078.

CREDIT-ACCOUNTS RECEIVABLE manager for Zone 9 metropolitan daily. Degree, electronic experience required. Salary range $20-$24,000 dependent upon experience. Send resume and salary history to Box 29131, Editor & Publisher.

PUBLISHER
National group with small to medium size newspapers in Zones 2 through 9 is looking for publisher candidates. You would be joining a quality as well as profit oriented company. Varied experience is helpful. A working knolwedge of editorial, circulation, and advertising is preferred. A college degree is important. If you are currently a publisher of a small weekly newspaper or a small daily newspaper and want to move up, please reply. If you are not now a publisher and feel you have the knowledge, drive and background to be one, please reply. Send your resume in confidence to Box 29284, Editor & Publisher.

GENERAL MANAGER
Established regional shopper in Zone 9 is seeking experienced manager to take charge of all operations except advertising sales. Immediate opening in fast track operation. Box 29396, Editor & Publisher.

ADVERTISING

ADVERTISING EXECUTIVE—Leading suburban newspaper group, Zone 2, leading newspapers in high income communities. An unusual opportunity in a fast-growing company. Box 29150, Editor & Publisher.

HELP WANTED

ADVERTISING

IMMEDIATE OPENING—Advertising director for offset daily and weekly shopper. Must be highly motivated, professional, able to handle large and small promotions. Salary and bonus. $20-25,000. Send resume and references with past salary history. Zone 9. Box 29016, Editor & Publisher.

IMMEDIATE OPENING—For an aggressive and energetic advertising salesperson on Catholic weekly, circulation 25,000, located in prime market area (Zone 3) with enormous growth potential. Salary plus commission. Send resume to Box 29005, Editor & Publisher.

ADVERTISING DIRECTOR for southeast Texas daily and tri-weekly publications with over 50,000 circulation. Must be sales and marketing oriented, promotion minded and capable of effectively managing retail and classified staff of 14. Experience with both daily and TMC publications preferred. Good starting salary, incentive program and excellent company benefits. Good opportunity for right person in this rapidly growing area. Prefer applicants from Zones 6 and 4. Resume with references to Box 29145, Editor & Publisher.

A PLACE TO GROW!!
We need an advertising salesperson, 2 to 5 years experience preferred. Learn all facets of advertising. Become the well rounded salesperson you want to be. Join our 8000 daily and 20,000+ shopper staff now! Good base and excellent benefits and commission program. Send resume and salary requirements to J.W. Nelson, Daily Gate City, 1016 Main Keokuk IA 52632. Check it out . . . it's a good place to live and grow.

WORKING ADVERTISING MANAGER—2 to 5 years experience in ad sales. Must be able to work with students in training situation. College setting requires supervision and training of staff. Use of survey information direct supervision of daily sales operation. Must be able to develop long range plans and work with other departments. Familiarity with college market a plus. Salary range mid-teens. The 18,000 circulation Kentucky Kernel, an independent student newspaper, is located at the University of Kentucky in Lexington. Send resume and references to Nancy L. Green, 113 Journalism Bldg, University of Kentucky, Lexington KY 40506. (606) 257-1900. Deadline August 1.

WE WANT aggressive self-starter, southwest Indiana daily, excellent growth potential with group owned publication. Write: Dave Lyons, Publisher, Daily Citizen, PO Box 151, Linton IN 47441.

To answer box number ads in EDITOR & PUBLISHER

Address your reply to the box number given in the ad, c/o Editor & Publisher, 575 Lexington Ave., New York, N.Y. 10022.

Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manila envelope.

HELP WANTED

ADVERTISING

DISPLAY SALESPERSON—Immediate opening on 26,000 circulation daily located in beautiful Wisconsin city just west of Milwaukee. Previous advertising sales and layout experience a must. Daily experience preferred. Candidate must be a self-starter who will not only service established accounts but will also make new calls in rapidly expanding market. This is a rare opportunity for growth with highly respected company. Good salary and commission plan, plus exceptional benefit package. Send resume including references and salary history to Mr. Collins, Waukesha Freeman, 200 Park Pl, Waukesha WI 53187. All replies held in strict confidence.

ADVERTISING/MARKETING
DIRECTOR
Growing Arizona-based group has opening for sales/marketing manager. Must be aggressive as well as compatible with solid, professional staff, strong in motivation, incentives and promotion. Looking for someone on way up. Major company benefits. Salary open. All replies confidential. Send resume to Donovan M Kramer Sr., Casa Grande Valley Newspapers Inc, PO Box 639, Casa Grande AZ 85222.

ADVERTISING SALES
A solid career opportunity awaits an experienced Display Advertising Sales Representative working for Nevada's largest newspaper. Contact Advertising Director, Las Vegas Review-Journal, PO Box 70, Las Vegas NV 89101. An Equal Opportunity Employer.

WANTED—Advertising Manager for Sapulpa (Okla.) Daily Herald. Manage staff of 5. Must be well experienced. Good position for someone who can produce. Contact Chuck Lake, PO Box 1370, Sapulpa OK, or phone (918) 224-5185.

AD REP with management objective can join our staff where achievement is recognized and appreciated. We're a 6000 western Pennsylvania daily, part of an expanding group. Tell us about yourself. We are interested if you are energetic, ambitious, and want to make the newspaper business your life's work. Reply Box 29201, Editor & Publisher.

MOVE NOW BEFORE THE SNOW FLIES! Advertising director's position open September 1 on Sunbelt daily in Zone 8. Outside staff of six plus support. Will require some personal selling. Our's is a product you would be proud to sell. Salary and bonuses to $25,000 a year, more next. Box 29440, Editor & Publisher.

DUE TO PROMOTIONS, display advertising sales persons with ability to sell and service retail accounts needed immediately by a 35,000 circulation daily and Sunday newspaper. Excellent starting salary. Hospitalization insurance. Christmas bonus, profit sharing, incentive program. A great career opportunity with a 5 newspaper group. Send resume to the Daily Journal, 8 Deerborn Square, Kankakee IL 60901.

ADVERTISING / BUSINESS MANAGER

$1,275. per month

Responsible for budgetary planning, organization and supervision of campus newspaper advertising/business operation under supervision. Requirements: Must have in-depth knowledge and skill in newspaper advertising management, collections, budget and control, organization and supervision, keeping records and stats, research, promotion, page designing and proofing. Supervisory and printing experience with another campus newspaper preferred. Apply by July 30, 1979.

UNIVERSITY OF CALIFORNIA
Santa Barbara, CA 93106

Equal Opportunity/Affirmative
Action Employer M/F

HELP WANTED

ADVERTISING

SALES REPRESENTATIVE needed immediately for expanding nationally known advertising feature. Area includes Illinois and Iowa. Newspaper background necessary. Above average pay benefits $14,000-20,000. Travel necessary. Responses confidential. Address replies to: Personnel Department, PO Box 8024, Charlottesville VA.

AD MANAGER for 6-day daily. Experience necessary in all phases. Ad staffer also needed. Contact John Haines, El Dorado Times, El Dorado KS 67042.

AD MANAGER reporting to publisher at 20,000 circulation daily in Kansas City, Kansas. Areas of responsibility include revenues generated from retail, preprint and national advertising. Experience control through annual budget, 5 account executives plus staff artist. We need an in-the-field manager who motivates people and sells aggressively in this competitive market. Excellent salary-bonus-expense budget and opportunity for growth in progressive newspaper that is a member of a growing newspaper group. Send your resume in confidence today to Mr Wayne Schile, Publisher, The Kansan, 901 N 8th St, Kansas City KS 66101.

CLIMB TO TOP—If you are number three or four person down the totem pole and think you are better, you can climb to the top with us. We need advertising manager who can sell, help with layout, special sections, on our chain of four community-minded weeklies in extra-good marketing area. Earn $15,000 or better. Also group insurance, other benefits. Write News Publishing Co., Box 601, Atkinson IL 61235.

EXPERIENCED SALESPERSON, good salary, incentive, benefits, a weekly in small, warm Okeechobee, Florida. News, (813) 763-3134.

NATIONAL MANAGER
New York Post, to $35K plus bonus. Must have New York City experience. Call Peter Anderson, Ad Director, (212) 349-5000.

ADVERTISING DIRECTOR—55,000 Zone 5 daily. Position demands sales force management and motivation and strength in marketing and promotion. Box 29423, Editor & Publisher.

ADVERTISING SALES—Seeking aggressive, tenacious advertising salesperson with ability to sell using market and media research. Highly regarded New York newspaper national sales organization offering career opportunity to right person. Salary commensurate with experience and ability. Incentive program in addition to salary. Send resume and salary requirements. Box 29419, Editor & Publisher.

WE'RE A LARGE West Coast weekly newspaper group looking for a professional sales executive to supervise a staff of 22. Must have a proven track record in effectively guiding, directing and motivating a display ad staff. Must be systems oriented and know how to sell in a highly competitive market. Knowledge of West Coast markets preferred, but not required. Excellent salary, commission and benefit package. Good promotional possibilities. Send resume and salary history to R. Boody, Meredith Sun Newspapers, PO Box 368, Cupertino CA 95014.

ADVERTISING REP needed for growing, aggressive weekly. Need talented, energetic person who's not afraid to sell contracts, upsell ads or meet people. No place for tired meek mouse. Send resume, work samples, salary requirements to News, Box 466, Garner NC 27529.

ARTIST

NEWS ARTIST

Top Zone 1 metro seeks experienced news artist. Must be visually trained with broad background in illustration, graphics, typography and newspaper design. Challenging opportunity with graphic-sensitive operation. News exposure a plus. Excellent salary and benefits. Send resume to Box 29391, Editor & Publisher.

Equal Opportunity Employer

HELP WANTED

CIRCULATION

STATE CIRCULATON MANAGER

We want a results-oriented self-starter to expand our newly opened state circulation market. This highly visible position requires an aggressive, take charge winner. You will be working on a progressive morning newspaper in one of the nation's top 10 markets. Your job includes super benefits as well as an attractive salary with a top notch organization. We want to move quickly in filling this most important position so . . . send your resume to Box 29221, Editor & Publisher, today!

CIRCULATION DIRECTOR

10,000 southern Minnesota ABC daily with TMC needs aggressive, responsible executive to handle circulation and distribution. Incentive compensation commensurate with experience and ability. Good fringes. Lake area within 1 hour of metropolitan area. Box 29128, Editor & Publisher.

ASSISTANT CIRCULATION MANAGER needed for Zone 5 six day daily. Duties will include newsboy management, promotion, some record keeping. Department expansion will provide advancement opportunities for the right person. Box 29085, Editor & Publisher.

ASSISTANT MANAGER—18,000 plus daily. Great potential in fast growing area. Excellent opportunity for district manager with background in sales and service. Growth opportunities with respected West Coast group. Send resume, salary range to Tom Bruchs, News Chronicle, PO Box 3129, Thousand Oaks CA 91359.

CIRCULATION DIRECTOR wanted for growing Zone 6 city with 20,000 circulation. We are a PM and Sunday publication utilizing primarily Little Merchants. Applicants should have a proven track record and possess excellent organizational and promotional abilities. Salary will commensurate with your experience and abilities. Send your complete resume in confidence to Box 29253, Editor & Publisher.

THE DISPATCH, a 12,200 circulation afternoon daily in Lexington, North Carolina has an opening for circulation director effective August 1st. A New York Times affiliated newspaper group publication. Send resume to Joe Sink, Box 908 Lexington NC 27292.

MOTOR ROUTE SUPERVISOR needed for Zone 5 morning (circulation: 62,000), evening (74,000) and Sunday (108,000) operation. Must be experienced. Excellent opportunity for professional growth. Box 29229, Editor & Publisher.

CIRCULATION MANAGER for 7300 county seat daily with 4800 free weekly. Excellent opportunity to develop management skills in a progressive organizaton: We emphasize sales, service and promotion. Salary, performance bonus, plus profit sharing. Send resume and salary requirements to: Gary Dalton, Urbana Daily Citizen, PO Box 191, Urbana OH 43078.

FASTEST GROWING small daily market in the South needs ambitious person to head staff. Award winning ABC 5-day morning paper. Nationwide group offers advancement opportunities for producer. Call Terry Maddox, (504) 643-4918.

12,000 Pennsylvania ABC daily with TMC needs a circulation manager who places service to the reader at top of his list of priorities. The person we need will plan his/her circulation department's operation so that their actions eliminate the need for reaction. An organizer who concentrates on basics of good circulation department operation—service, collection, promotion—will have ample opportunity to prove his/her methods work. Results achieved from this type of operation will be gratifying to the successful applicant plus, rewarding in relation to your career. Anyone who believes their efforts and methods will establish an efficient and productive circulation department should submit a resume to Box 29442, Editor & Publisher.

HELP WANTED

CIRCULATION

CIRCULATION MANAGER for the Mesabi Daily News located in northern Minnesota, 15,000 circulation. With knowledge of carrier, motor routes, mailroom and TMC. Send resume to L. R. Asbach, General Manager, Mesabi Daily News, PO Box 956, Virginia MN 55792.

CIRCULATION MANAGER for Zone 5 7-day publication, 30,000+ with TMC. Competitive area. Emphasis on sales and must be people oriented to supervise staff of district personnel. Reports to circulation director. Part of fast growing national group. Excellent chance to advance. Excellent base pay and incentive bonus for results. Apply in confidence to Box 29286, Editor & Publisher.

CIRCULATION MANAGER
Private Postal System covering 50,000 weekly circulation for free shopper publication is looking for experienced circulation pro. You will have total responsibility for hiring, training and motivating all circulation personnel. We are a dynamic growth oriented company offering exceptional potential for the right person. Salary commensurate to background plus profit sharing. Send resume and salary history to Box 29376, Editor & Publisher.

CIRCULATION MANAGER for New Jersey weekly chain. Familiar with paid and free distribution systems. Must be take-charge type. Excellent company benefits. Contact Asher Mintz, Publisher, Suburban Publishing Corp, 1291 Stuyvesant Av, Union NJ 07083, or call (201) 686-7700.

CIRCULATION MANAGER for week day afternoon and Saturday morning newspaper with 10,000+ ABC circulation. Excellent opportunity for district advisor or assistant circulation manager on the way up. Must have leadership ability and personality to motivate carriers and district advisors in sales, service and collections. Must be willing to work evenings with carriers. Outstanding Colorado community. Good salary, excellent fringes and bonus. Send complete resume. No calls please. Personnel Manager, Colorado Press Association, 1336 Glenarm Pl, Denver CO 80204.

CIRCULATION DIRECTOR—Growing 100,000 circulation daily, weekly, and free-distribution group seeks shirt-sleeve innovator with management experience in training, promoting, motivating. Good salary, benefits, working and living environment. Complete information to Loren Ghiglione, Publisher, The News, 25 Elm St, Southbridge MA 01550.

RAPIDLY GROWING group of community weekly newspapers. Require talented, bright circulation manager to lead us forward in our total market coverage and paid circulation efforts. Good salary and fringe benefits plus a great coastal southern California environment. Resume, salary requirements to Box 29435, Editor & Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER
We're seeking a result oriented self-starter to supervise and motivate our young and aggressive classified ad staff. Proven strength in outside sales and classified phone sales supervision necessary. Salary commensurate with experience, plus incentive. If you're looking for an exciting future with a growth oriented Zone 6 AM daily send your resume with salary requirements today to Box 29311, Editor & Publisher.

CLASSIFIED ADVERTISING SALES
We're a Harte-Hanks owned, 25,000 daily located just across the river from Philadelphia in historic South Jersey. We are seeking an experienced classified salesperson to handle real estate and automotive accounts. We offer a good compensation package that includes salary and commission, unlimited free gas, Harte-Hanks stock options, Major Medical insurance and much more. We're just minutes away from the Phillies, Eagles and the Liberty Bell and only a short drive to Atlantic City and other fine ocean resorts. But the best part is that you will be joining an organization that offers a solid future, both locally and nationally and your ability and desire will determine your success. Send resume to Box 29350, Editor & Publisher.

CLASSIFIED MANAGER
New York Post, to $35K plus bonus. Must have New York City experience. Call Peter Anderson, Ad Director, (212) 349-5000.

HELP WANTED

CLASSIFIED ADVERTISING

CLASSIFIED ADVERTISING SUPERVISOR
ANCHORAGE, ALASKA
We are seeking a result-oriented self starter to supervise our growing classified ad staff. Proven strength in classified phone sales supervision is necessary, college degree preferred. Salary commensurate with experience, plus incentive. For interview call or write Don Howson, Advertising Manager, Anchorage Daily News, 200 Potter Dr, Pouch 6616, Anchorage AK 99502. (907) 274-2561.

CLASSIFIED AD MANAGER
The Evening Herald, a 24,000 circulation daily published in Rock Hill, South Carolina, seeks an aggressive, motivated, tough-minded manager. Responsibilities include budgeting, planning, directing and controlling all phases of classified.

Ideal candidate would be No. 2 person in daily or classified ad manager in weekly looking to move.

Excellent compensation and benefit package. Reply in confidence to Rick Fordham, Ad Director, Evening Herald, PO Box 11707, Rock Hill SC 29730.

CLASSIFIED AD MANAGER
AM/PM daily, Zone 6, is looking for a classified professional. Responsibilities include outside sales staff, and telephone room sales department. Top management skills and a firm knowledge of classified, including training skills and knowledge of electronic systems a prerequisite. This is a challenging and rewarding management job with an excellent newspaper group. Send resume in strictest confidence to Box 29230, Editor & Publisher.

CLASSIFIED MANAGER
A growing group. Dailies, paid weeklies, free distribution package. Excellent penetration in area served. Good opportunity for No. 2 person to move up or to improve present situation. Paul J. Massey, Transcript Newspapers Inc, 420 Washington St, Dedham MA 02026. (617) 329-5000.

DATA PROCESSING

DATA PROCESSING MANAGER
We are looking for a seasoned professional manager to head up our business data processing department. The position requires an objective, goal-oriented individual who is committed to producing professional results. Good technical skills are essential, however we feel that excellent management skills are equally important.

We are a major daily in Zone 6, operating on newly installed Burrows equipment. We are in the process of expanding our present systems and services, so you have the opportunity to join us at an ideal time.

If you are interested in joining a dynamic, professionally run company, send your resume and salary requirements to Box 29434, Editor & Publisher. Equal opportunity employer.

EDITORIAL

STATISTICAL-MINDED EDITOR with addiction for detail and accuracy wanted for annual data books. New York area. Expected to work as hard as six-person staff as well as direct them. Experience imperative. Give complete history and references. Resumes will not be returned nor acknowledged. Box 28973 Editor & Publisher.

1979 J-SCHOOL GRAD
Catholic weekly offers excellent opportunity for experience in feature writing, rewriting, head writing, copy editing and layout. Must have car. Ability to use 35mm camera is a plus. Start $8-10M. Zone 3. Send resume and references to Box 29006, Editor & Publisher.

EXPERIENCED sports slot person needed for Zone 4, 70,000 circulation morning daily who knows modular layout. Major college sports center. VDT experience required. Advancement opportunities. Write Box 29241, Editor & Publisher, send resume, letter, examples.

COPY EDITOR
Experienced for Zone 4 on 70,000 daily. VDT experience required. Layout and desk experience useful but not necessary. Advancement opportunities. Write Box 29240, Editor & Publisher, sending resume and long letter.

INVESTIGATIVE REPORTER with solid experience in local probes sought by 200,000+ Eastern PM. Write Box 29189, Editor & Publisher.

HELP WANTED

EDITORIAL

NIGHT CITY EDITOR

Expanding 45,000 suburban Philadelphia PM with big league potential is building all-pro editing team. We need a bright, aggressive editor to fill a crucial spot, directing both staff and correspondents. If you have solid supervisory experience, a flair for layout and the drive to succeed in a highly competitive market send us a resume, references and three page samples. In return we offer opportunity for rapid advancement, excellent benefits and salary in low $20s. Reply to Box 28693, Editor & Publisher.

EDITOR-SOUTHWEST

We want to make our 80,000 plus weekly one of the best in the country. If you're an exceptional editor and manager who can put together an interesting, well written, and well designed newspaper that will attract and hold a diverse audience in a competitive market, please send complete employment and earnings history along with samples to Box 28948, Editor & Publisher. Terrific climate and community.

INVESTIGATIVE REPORTER

Opening October 1 for aspiring investigative reporter on weekly specializing in county and Pennsylvania government. Minimum 2 years reporting experience. Instinct for the jugular essential. Must have clips that prove ability to dig, enterprise and sharp writing skill. Offices well-shielded from TMI radiation. Salary $280. Resume, clips and references to: Richard C Halverson, Editor, The Guide, 2023 N. 2nd St, Harrisburg PA 17102.

NEWS EDITOR—Southern 32,000 circulation AM looking for experienced news editor. Pleasant city and congenial staff. Write Executive Editor, Florence Morning News, 141 S. Irby St, Florence SC 29501.

ASSISTANT TO THE PUBLISHER of profitable daily and weekly newspapers all located in delightful western Washington (state). We seek a writer who uses correct English, who has supervisory ability or potential and above average intelligence or common sense, and who believes, as we do, in God, family, and country. You would live in a relatively small community in Lewis County with pleasant living conditions, mild climate, excellent hunting and fishing and other open air activities, and good schools. Salary commensurate with your record into the thirties. Write or telephone collect Jack Britten or Don Nunn, P.O. Box 580, Centralia, Washington 98531 or (206) 736-3311.

CITY EDITOR

A good newspaper in Maine wants to get better and is looking for a city editor to help direct the process. The Kennebec Journal, an 18,000 6-day AM, needs a city editor experienced in supervision, skilled in copy handling and desk work, reliable and resourceful in solving problems and generating ideas. A descriptive resume, including a detailed statement of short-term and long-term objectives, should be sent to:

James M. Milliken, Managing Editor
Kennebec Journal
274 Western Av
Augusta ME 04330

EXPERIENCED reporter-photographer for quality weekly group. Zone 2. Call Jean Richards (914) 677-8241.

EXPERIENCED MEDICAL REPORTER for leading physician's newspaper. Competitive salary range, excellent benefits, some travel. New York base, will relocate. Must have minimum 3 years experience writing clinical news and features on deadline. Strong chemistry or pre-med background helpful. Send resume, 3 good clips, salary requirements to Managing Editor, Medical Tribune, 641 Lexington Av, New York NY 10022.

THE ARIZONA REPUBLIC is expanding its staff. Need top notch headline writers and copy editors. 5-day try out compulsory. Send references, first time applicants only. Send resume to B. Clair Cobb, News Editor, Arizona Republic, Box 1950, Phoenix AZ 85001.

FEATURE WRITER

Sophisticated, experienced, reporter wanted for lifestyle section. No calls. Clips and resume to Sunday Feature Editor, the Plain Dealer, 1801 Superior Av, Cleveland OH 44114.

HELP WANTED

EDITORIAL

EDITOR for medium sized northern Minnesota daily with proven skills in all facets. Knowledge of VDT beneficial. Write Box 29218, Editor & Publisher.

NEWS EDITOR with minimum 3 years newspaper experience on copy desk, VDT, layout, reporting, who can step in and accept full responsibility for total news production, including editorial on new small daily-weekly group in growth area. Exceptional challenge and opportunity for hard worker. Needed by August 5th. $10-12M salary plus fringes and quarterly reviews. Send resume to Jeanne Adkins, Editor, PO Box AA, Castle Rock CO 80104.

SPORTS WRITER experience preferred. Must have knowledge of page layout and headline writing. Send resume and examples of work to: Lee Elby, The Daily Courier, 127 W Apple St, Connellville PA 15425.

THE SUNDAY STAFF of the Sun/Daily Herald has an opening for copy editor/marquee editor. Our weekend combined editions make us the second largest paper in Mississippi and a consistent award-winner. Duties include layout and design of Sunday editions and Saturday entertainment tab. Copy editing experience essential. Writing skills helpful, particularly in the entertainment field. We offer 4 day "flexitime" work week, some of the best fringe benefits in the South and a salary commensurate with experience. As Iagniappe there's a pleasant lifestyle of the progressive Mississippi Gulf Coast. Reply to Mark Mathes, Editor/Sunday; The Sun/Daily Herald, PO Box 4567, Biloxi MS 39531. Equal opportunity Employer M/F.

SPORTS EDITOR who likes to write as well as edit and with a strong orientation for local and participation sports. We're a 32,000 PM, part of the Knight-Ridder organization. Send full resume and samples of stories and layouts to: Managing Editor, The Star Ledger, Columbus GA 31902.

SPORTS and news slot opening for persons looking for opportunity and advancement. We are a 6000 daily, part of expanding group. Call (412) 588-5000 or write: Bill Bright, Editor, Record-Argus, 10 Penn Av, Greenville PA 16125.

NEWS REPORTER-EDITOR
LOS ANGELES

Experienced writer, photographer-editor, jack-of-all-trades in the editorial and production of a newspaper. We are a national monthly printed on newsprint and one of the leading food industry newspapers with a 65,000 circulation. $15M base plus fringes, and a real opportunity to move up. Send resume with complete education and work experience to Mr George Shamie, Publisher, Grocers' Spotlight, 22725 Mack Av, St Clair Shores MI 48080. (313) 779-4940.

AMBITIOUS, ENERGETIC reporter to take charge on one of our four community-minded weekly newspapers. Good pay, group insurance, other benefits, plus opportunity for advancement. Write News Publishing Co., Box 601, Atkinson IL 61235.

PULITZER PRIZE-WINNING Sun Newspapers of Omaha needs an entertainment writer, with solid reporting skills, to review restaurants, movies and theatre. Job includes weekly column, some preview stories and occasional in-depth feature stories. Please send resume and tearsheets in care of Sun Newspapers of Omaha, 4875 F Street, Omaha NB 68117, in care of managing editor Tom Giitter.

WRITER-EDITOR for religious news agency, Zone 2. Wide background religious developments. Newspaper or wire service experience preferable. Write full details, salary requirements. Box 29431, Editor & Publisher.

MANAGING EDITOR for bi-monthly and quarterly U.S. and International publications in family planning/population. Minimum 10 years experience in periodical editing, writing including at least 3 years experience in editorial supervision. Knowledge all aspects magazine publication, including editorial and production. Experience with social science and/or medical copy necessary, familiarity with family planning/population field desirable. Knowledge of Spanish desirable. Salary range $30,000 to $35,000 per year. Write Box 29437, Editor & Publisher.

SPORTS AND NEWS EDITOR, 3000 circulation weekly. Tri-County Banner, Knightstown IN 46148.

HELP WANTED

EDITORIAL

COPY EDITOR for expanding daily/Sunday in Zone 2. We want a person with demonstrated skills in editing copy, writing headlines that grab the reader and laying out pages that command attention. If interested, send resume, samples and salary history to Robert W. Jodon, managing editor, The Express, PO Box 391, Easton PA 18042. No phone calls please.

EDITOR—Full charge. Monthly business magazine. Tops in field. Small staff. Give assignments to writers. Edit all articles. Write editorial page. Plan and layout entire issue (articles and advertising). Full benefits. Send complete resume with minimum salary requirements, in confidence. Excellent opportunity. Box 29338, Editor & Publisher.

REPORTER for 1 year old weekly that's already an award winner in Atlantic City area. Plenty of growth potential. Strong emphasis on news features, investigative reporting, quality writing. Must be able to fully document experience. Send resume and clips to PO Box 706, Pleasantville NJ 08232.

ASSOCIATE EDITOR

Experienced reporter wanting responsibility and growth needed for expanding bi-weekly business publication, soon to be weekly. Position open in new Dallas office. Need hard news-oriented person who is aggressive digger. Send resume, samples, salary requirements to Susan Alt, Editor, Business Insurance, 740 N. Rush St, Chicago IL 60611.

An equal opportunity employer.

SPORTS EDITOR/PHOTOGRAPHER

For semi-weekly in west Nebraska recreation area 25 miles from Colorado. Send resume to Keith County News, Box 359, Ogallala NB. (308) 284-4046.

THE NEW ORLEANS STATES-ITEM seeks a TV editor. Must be experienced journalist with the ability to write a lively, informative daily column; to make recommendations on both local and national programs; and to cover news stories involving local stations. Must be willing to watch many hours of TV weekly. Some editing also involved. Send complete resume to Personnel Manager, The States-Item, 3800 Howard Av, New Orleans LA 70140. An equal opportunity employer M/F.

THE STATES-ITEM is seeking an experienced journalist to cover metropolitan New Orleans real estate and to edit a weekly real estate tabloid with an emphasis on the needs of the homeowner. Basic knowledge of business and finance essential. Editing experience desirable. Send complete resume to Personnel Manager, The States-Item, 3800 Howard Av, New Orleans LA 70140. An equal opportunity employer M/F.

WEDNESDAY AND SUNDAY BI-WEEKLY in Northern Wisconsin has opening for creative feature writer/general assignment reporter and photographer. Duties include developing weekly in-depth features, news and photography assignments, some darkroom and sports. Local features and photography are our specialty. Desire aggressive self-starter who would like to live and work in a county seat/industrial/commercial "hub" city surrounded by over 1000 lakes. J-Grad or communications with some experience preferable. Call (715) 369-1022 or send resume with salary requirements to Paul Knuth, Our Town, 24 West Rives St, Rhinelander WI 54501.

COPY EDITOR needed for large Zone 5 metropolitan weekly. Must have degree and at least 1 year experience. Box 29373, Editor & Publisher.

WANTED
MANAGING EDITOR

. . . for fortnightly trade newspaper covering the rubber industry from Akron, Ohio. Editorial content based on news concept. Prefer applicants with business writing and daily newspaper experience plus experience in editing, layout and management. Growth opportunity with multi-publication firm. Send resume, clips and salary requirements to: Rubber and Plastics News, One Cascade Plaza, Suite 1202, Akron OH 44308.

HELP WANTED

EDITORIAL

WE HAVE A TALL ORDER TO FILL

The Santa Fe Reporter is a weekly newspaper started five years ago by a small group of professionals determined to bring first-rate mainstream journalism to the finest small city in America.

Since then, we have won national awards for public service, investigative reporting, business writing and special supplements (including the Roy W. Howard Award and the Media Award for Economic Understanding). We have won state awards for community service, investigative reporting, news writing, sports writing, medical reporting, personal columns, advertising layout, supplements, page makeup, feature writing and photography.

Past and present staff members have come from Newsday, Sports Illustrated, Women's Wear Daily, The Louisville Times and Courier-Journal, The New York Post, The Baltimore Sun, The Delta Democrat-Times, The Arizona Republic and The San Juan Star. Our graduates have gone on to Time, The Rocky Mountain News, The Detroit Free Press and The Dallas Morning News, among other places.

And now we need to fill a very important post.

We need a managing editor with an overview broad enough to encompass news, sports, arts and special supplements. A leader who comes up with ideas and gets others to act on them. A writer who produces superlative copy. A reporter who recognizes news and knows how to get it. A copy editor who won't let junk get into print. A skilled hand with layout and headlines. A shirt-sleeves worker who knows how to paste pages together. And someone who can stand up to the responsibility of putting out the full paper.

For this exceptional person, we can pay about half what the job is worth.

Working at the Reporter is not for everyone. The work is hard, the pay is low, the style is casual, the hours are irregular, and the roof leaks. Because of our drive to excel and to count for something, the pressure is high. But our staff members do get to live in Santa Fe, and that's quite a fringe benefit.

The Santa Fe Reporter is a young, high-quality, financially stretched operation with a long way yet to go. If you don't have the skills, please do not apply. But if this is the kind of journalism that turns you on, and if you think you have the stuff to help us get where we're going, then send clips, resume and a letter of application to:

Richard C. McCord, Editor
The Santa Fe Reporter
P.O. Box 2306
Santa Fe, NM 87501

SPECIAL SECTIONS editor for the Buffalo Courier Express. $23,300 year. Send resume and samples to: Martha Hanny, Courier Express, 795 Main St, Buffalo NY 14240.

READY TO MOVE UP?

We're building a file of prospective newsroom executives for our group of 17 Northeastern dailies. Our top slots are full at present but we need to know where talent is available. Creative news men and women who think they're ready for first or second ranking positions on small town or suburban dailies (ours range in circulation from 10,000 to 70,000) are invited to submit resumes and cover letters in confidence. All applicants answered; a few will be interviewed. Reply by mail only to:

Thomas Geyer
Ingesoll Publications
79 Hurley Av
Kingston NY 12401

HELP WANTED

EDITORIAL

NEWS BUREAU CHIEF needed for San Francisco bureau of national boating/waterfront newspaper, immediately. Must have at least 5 years of daily and/or weekly newspaper experience with ability to develop and fill a large regional section; strong background in general assignment reporting and editing; ability to develop and work with stringers. Should have a working familiarity with boats and cameras. No Guild salaries but the pay, opportunity and challenge are good. If you fit all of the above call Christine Born at (203) 767-0906, or write to Born at Soundings, Essex CT 06426.

NEWS EDITOR/REPORTER needed for growing, aggressive weekly. Need talented person with analytical, investigative mind and ability to go for jugular. Person needs working knowledge of sports, photography and layout. Send resume, work samples, salary requirements to News, Box 466, Garner NC 27529.

JOB LEADS

PR/EDITORIAL Jobs nationally 200 + listings weekly. $3.50. M. Sternman, 68-38 Yellowstone Blvd, Forest Hills NY 11375.

MAILROOM

MAILROOM FOREMAN— Medium size daily, Zone 2. Knowledge of Sheridan inserter and mailroom equipment a must. Non-union operation. Must have strong leadership ability. Responsibilities include maintenance and budget. Send complete resume, salary history and requirements. Box 29224, Editor & Publisher.

MARKETING

MARKETING RESEARCH AND SERVICES MANAGER

Top New England publishing company seeks marketing professional to organize and supervise research department. Must have strong statistical research and analytical skills. Will work closely with sales areas to provide meaningful demographic information and reports. Will also direct consumer research projects, readership surveys and customized advertiser surveys. Should have proven track record with agency, print media a plus. Excellent salary and benefits package. Send resume in confidence to Box 29211, Editor & Publisher.

PRESSROOM

PRESSROOM SUPERINTENDENT medium size daily newspaper with commercial operation (Zone 5). Must have strong management capabilities. Responsible for offset press, scheduling, camera/stripping department, platemaking department, purchasing and quality control. Organization provides career growth potential with excellent salary and fringe benefits. All replies confidential. Send resume to Box 27739, Editor & Publisher.

PRESSROOM FOREMAN
Urbanite daily newspaper in Sun Belt. Excellent opportunity to advance, good benefits, salary and profit sharing plan. Write Box 29153, Editor & Publisher.

ZONE 4 daily newspapaer is seeking a web offset pressperson. 5 units of Goss Metro presses, new plant, excellent fringe benefits. Box 29270, Editor & Publisher.

A LARGE metropolitan newspaper located in Zone 9 seeks a pressroom superintendent experienced in letterpress and offset press operation. Position involves day to day responsiblity for overall letterpress and offset press operation. Managment experience required. Excellent benefits. Opportunity to work with strong, innovative management team. Box 29246, Editor & Publisher.

PRESS RUNNER
Medium size daily in Zone 2. Experienced offset person with Harris 1650. Good benefits, Blue Cross/Blue Shield. 37½ hour work week. Send resume to Box 29406, Editor & Publisher.

HELP WANTED

PRESSROOM

PRESSMAN
Experienced on 6 unit web offset Cottrell. Career opportunity, 2 openings, day or night. Call Mrs. Spitz (212) 769-4400.

EXPERIENCED press operator to operate News King or Color King in sunny southern California. Salary negotiable. Call Richard Lapham (714) 436-3747 or send resume, 597 Westlake, Encinitas CA 92024.

PLANT MANAGER for offset printing and press help schedules (20 employees). Web experience necessary. Responsible for profit and loss. $2000 a month to start. Experienced only. Call collect (713) 526-6091.

EXPERIENCED Goss Community pressman, 8 units, 2 folders, some 4 color and book work. San Francisco Bay Area. Contact John Williams or Ken Valentine (415) 793-6543.

PRODUCTION

A DENVER, COLORADO, phototypesetting/prep shop needs a manager who has a thorough working knowledge of phototypesetting and camera operations. Experience should include knowledge of VIP typesetter, ECRM scanner, and MVP floppy disc system. Must know layout, mark up and all phases of composition plus black and white camera operations. Should be capable of pricing, be sales oriented with a desire to grow. Must have a proven track record and be capable of training new inexperienced personnel. This challenging position offers excellent salary and benefits for right individual. Send resume and salary history to Box 29090, Editor & Publisher.

WANTED FOR
BATON ROUGE NEWSPAPER
Offset camera and stripper with at least 5 years experience. Straight night work. Excellent working conditions and fringe benefits. Qualified applicants send resume to Johnny Laurent, PO Box 588, 525 Lafayette St, Baton Rouge LA 70821. Equal Opportunity Employer.

ASSISTANT PRODUCTION MANAGER

Dow Jones & Company, Inc., publisher of The Wall Street Journal, is looking for several individuals for the position of Assistant Production Manager. Each of the successful candidates will report to the Production Manager of one of our 12 printing plants. He/she will work with the most advanced newspaper technology in the world and will work in all areas of newspaper production management. We prefer candidates with either a college degree in printing management or another degree coupled with experience in the industry. If you are interested and qualified, please send your resume to: Mr. Kim Breese, National Production Manager, Dow Jones & Company, Inc., P.O. Box 300, Princeton, New Jersey 08540.

An Equal Opportunity Employer M/F

HELP WANTED

PUBLIC RELATIONS

PR SPECIALIST

PR division of one of the nation's fastest growing advertising agencies seeks versatile writer with 3-5 years of experience in an agency, corporation or on a major daily newspaper for a career opportunity in full service public relations account management.

The successful candidate will initially serve as editor of agency publications and be responsible for a wide range of writing assignments for consumer and industrial accounts including case histories, news releases, media contact and much more. This highly visable position reports directly to the Vice President and Director of Public Relations.

We offer a stimulating agency environment in a comfortable midwestern community, an attractive fringe benefit package and salary commensurate with experience. If interested, please send a detailed resume and complete salary history in strict confidence today to:

Gary Aubry
Keller-Crescent Co.
P.O. Box 3
Evansville, In. 47701

An Equal Opportunity Employer

Kansas City Public Schools

Kansas City Public Schools

WE'LL PUT OUR PUBLIC COMMUNICATIONS DEPARTMENT IN YOUR HANDS

The Kansas City, Missouri, public school system is seeking a manager for its Public Communications Department. This person will plan and implement public relations programs for the district and supervise the department staff.

Responsibilities include keeping the public informed of the district's activities, coordinating community concerns with the goals of the school board and creating a positive image for Kansas City Public Schools.

Candidates must have a bachelor's degree in journalism or similar field and experience in newswriting, public relations or community relations.

We offer an excellent working environment, attractive vacation, medical and retirement programs and an opportunity for career growth. Salary is in the $25,000 range.

To apply send resume, qualifying letter, work samples and a brief explanation of samples by AUGUST 15, 1979, to:

Mr. Roger Wendel,
Personnel Services
905 Board of Education Bldg.
1200 McGee,
Kansas City, MO 64106

An Equal Education and Employment Opportunity

HELP WANTED

PUBLIC RELATIONS

Positions Wanted . . .

ACADEMIC

PROFESSOR turned investigative reporter turned author of 17 published books on crime/corruption/politics, ready to return to Academe. Hank Messick, 915 SE 10th St, Fort Lauderdale FL 33316.

ADMINISTRATIVE

GENERAL MANAGER—Wide experience all phases web offset—production, estimating, sales, costs. Phone (214) 492-0268 after 5:30 pm.

EDITOR-GENERAL MANAGER
Available immediately. 40,000 suburban weekly sold. Ten years experience, profit and loss control, award winner, family man. Would like to build or run your large weekly group or small daily. Call (618) 465-4800 or 4300 Thadway Dr., Alton IL 62002.

GENERAL MANAGER-EDITOR wants to move up to 10,000 or larger circulation daily, prefers Midwest. Box 29387, Editor & Publisher.

AD DIRECTOR-BUSINESS MANAGER, 19 years' experience, seeking mutually beneficial association with small to medium daily. Strengths in all phases ad sales, training, marketing, TMC. Profit oriented proven producer with excellent references. Would consider investing in small property with future. Prefer Zones 8 or 9, available by September. Box 29099, Editor & Publisher.

CONTROLLER/TREASURER seeks new opportunity. Heavy experience in data processing systems and labor negotiations in medium newspaper. Resume by request to Box 29226, Editor & Publisher.

ADVERTISING

SUCCESSFUL hard working classified manager, 33 years experience medium size dailies/shopper. Seeking classified managership or top sales position. Consider newspaper ad manager's position. Top references. Zone 3, 4, 5, 6, 7, 8. Box 29362, Editor & Publisher.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

ADVERTISING

NATIONAL sales/management. Major national newspaper sales management pro with extensive experience, Canada to Florida. Desire position with major metro newspaper or representative firm. Currently located New York. Willing to relocate. Resume/references upon request. Box 29346, Editor & Publisher.

AMBITIOUS, experienced manager, top salesman! I have solid background in all phases of newspaper advertising, training, over 10 years. David Wise, 1647 Yellowglen, Cincinnati OH 45230. (513) 474-3494.

CIRCULATION

LARGE METRO district manager with excellent sales/service record seeking non-city position, Zones 5, 8, 9. Small-town production, web offset, TMC experience. BS in promotion. Young, energetic, problem solver. Box 29152, Editor & Publisher.

CAPABLE CIRCULATOR with ABC, TMC, merger and start up experience seeks challenge. Good promoter and organizer. Willing to relocate. References. Box 29209, Editor & Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER looking for permanent position on medium size daily Zone 3, 4, 5, 8, 6. Experienced, dedicated, solid background, excellent references. Box 29368, Editor & Publisher.

CLASSIFIED MANAGER—15 years experience. 75,000 daily. Desires to relocate Zone 3 or 4. Reply to Box 29340, Editor & Publisher.

EDITORIAL

VETERAN foreign correspondent, multilingual, single, with in-depth Stateside editorial experience, looking for correspondency or practical stringership in Western Europe, Israel, Arab Africa, or South America. Available immediately. Resume, references on request. Box 29008, Editor & Publisher.

BRIGHT, aggressive reporter-photographer seeks move up from small daily to metropolitan paper. BS in Journalism. VDT, government and feature writing experience. Box 29014, Editor & Publisher.

14 YEARS industrial editing, 7 years newspaper reporting, 2 years varied sales. Competent, dependable, adaptable. What do you need? I need a job and will pay relocation. Bob Guibord, 14133 Breakfast, Redford MI 48239.

KEEP IN TOUCH—Recent college grad from major Southern institution seeks correspondent position from New Orleans. Founding editor of collegiate weekly, also several by-lines in large city daily. Like features but will cover anything from hard news to sports. Box 29124, Editor & Publisher.

HAVE TYPEWRITER, WILL TRAVEL—Arts/entertainment and education reporting specialties, also have wide range of experience, including feature writing, general assignment reporting, deskwork. Speak Spanish. Jon Krampner, 1405 E. Second St, Casper WY 82601, (307) 265-8163.

REPORTER—daily experience, covered many areas including city hall, local politics, police, labor and general assignment. Some copy experience. All Zones. Box 29168, Editor & Publisher.

WORKAHOLIC looking for someone to take advantage of him. Recent college graduate now working as part-time staff writer for daily. Looking for full-time job as reporter for daily or aggressive weekly. Skip Morgan, 801 Kingston Court, San Diego CA 92109.

"OVERQUALIFIED"
So some have said. But I believe there's a good paper out there that can use a healthy, innovative pro with 30 years of metro desk and news management experience. If you agree, let's explore mutual goals. Box 29101, Editor & Publisher.

EDITORIAL

EXPERIENCED sports editor-writer-columnist desires position with daily newspaper located in Zones 3, 4. Good references, clips, layout samples available upon request. Box 29007, Editor & Publisher.

PRO WRITER—Ivy grad '68, former reporter-rewrite with top East Coast paper. Past 7 years as successful freelance in advertising, business, PR, features, etc. Seeks rewarding new challenge. (404) 872-2137.

EXPERIENCED, energetic female journalist recently graduated from prestigious Mid-western university. Seeks position on newspaper or magazine doing anything or everything. Will relocate. Available immediately. Box 29119, Editor & Publisher.

LIFESTYLE, features or Sunday editor with top management potential (female). Able to handle "softer" side of news. Can supervise assignments from start to finish, and then package them magnificently. Don't respond unless you want the very best. Zones 1, 2, 3, 4. Box 29279, Editor & Publisher.

SKILLED JOURNALIST, many "firsts", strong writer, many articles the New York Times, The Washington Post, seeks post Europe. Fluent 3 languages, overseas experience. Box 29280, Editor & Publisher.

INVESTIGATIVE REPORTER
Experience, proven ability, awards and youth. Seeking metro or state capital locale. Box 29281, Editor & Publisher.

SCIENCE EDITOR—Medicine specialist. Now senior level in industry. Newspaper, wire service, book, magazine background. Box 29341, Editor & Publisher.

WEEKENDS are made for more than Michelob; they're for readers on the go. Experienced writer and reviewer, with interests from Cher to Chopin, seeks entertainment position. Contact R.C. Staab, 8 Keene St, Columbia MO 65201 or call (314) 442-2087.

NEW OPPORTUNITY wanted: After 20 years in weekly newspapering, editor-publisher seeks opportunity outside community journalism field. Experienced in news, feature, editorial, column writing; design, layout, paste-up; management; leadership (state president two organizations); public speaking; editing newsletters; winner 77 state, national awards. Can relocate anywhere, prefer Zones 6 or 8. Box 29335, Editor & Publisher.

23-YEAR-OLD former small daily sports editor, now with mid-sized daily, wants to join staff of small daily. Will consider news or sports spot. VDT and darkroom experience. College grad, 1978. Ohio UPI Award winner. Prefer Zones 5, 2, 1. Box 29333, Editor & Publisher.

8 YEARS EXPERIENCE. Have done layout, PR, sports, photojournalism, editing. Can do it all for you. Ray David, 174 S. Hancock, Wilkes-Barre PA 18702.

NEWSROOM PRO
Well-rounded newsman, age 32, seeking middle or top-management spot in top notch newsroom, or one that wants to be. BJ (Missouri), 10-plus years' experience. Great track record as writer, photographer, copy editor, designer and administrator. Strong typographical bent. Coordinated major redesign project of daily in 1978. Box 29316, Editor & Publisher.

REPORTER-PHOTOGRAPHER, 2 years experience on semi-weekly seeks position on large weekly or small daily. Have done it all including run the show by myself. Know layout, darkroom, have covered city council, county board, school board, police, enjoy features and taking my own pictures. Contact David Zoeller, 803 W. Jourdan, Newton IL 62448, (618) 783-3176.

FORMER BUREAU CHIEF,
31, tired of posh editorial spot, seeks new supervisory challenge. Nuclear power, solar energy, utility, environmental reporting a speciality. Competent auto tester and writer, author 2 technical books. Layout and desk experience. PR spot with utility company or similar firm also sought. Minimum $18K.
Box 28980, Editor & Publisher.

EDITORIAL

EDUCATION WRITER—Young, perceptive reporter with top awards and credentials. Left education writing job on grad daily last year for another beat on one of nation's best papers. Now seeks to return to school beat on quality publication. Box 29283, Editor & Publisher.

BUSINESS EDITOR (presently employed) has honed reporting, editing, layout, production and management skills during 15 years with wire service, newspapers and business publications. Good at training people. Goal: business editor for newspaper or editor for business publication. Box 29271, Editor & Publisher.

REPORTER with four years wide experience seeks reporting or editorial writing slot. Solid government-political writer. J-school graduate. Wants to learn more. Willing to relocate. Box 29260, Editor & Publisher.

SPORTS DESKPERSON—Current sports editor seeks position as deskperson in sports department. Box 29255, Editor & Publisher.

EDITORIAL WRITER—Moderate/conservative seeks niche with publisher who likes bold, colorful editorials. Can produce well-balanced mix of national/state issues, with heavy emphasis on local commentary and community dialogue. 12 years solid news background. Currently a Capitol Hill press secretary who'd like to get back to the business of putting out a tough-minded, resourceful, respected opinion page. Box 29234, Editor & Publisher.

EXPERIENCED copy editor, reporter/photographer, editor must relocate. Present job ends with pending sale of paper. Homesick for New England. Will pay relocation. Prefer to move before school resumes. Clips, references, resume. Call collect or write Gordon D. King, 704 Maurer St, Wilton IA 52778. (319) 732-2906.

AWARD-WINNING reporter-managing editor who turned floundering suburban weekly into winner of 13 New Jersey Press Association awards in just two years' time seeks creative, challenging position with large weekly, daily or magazine in Zones 2 or 9. Excels in hard news, features, sports, reviews, editorials, humor columns. Call (201) 696-3835, or write Box 29366, Editor & Publisher.

COPY EDITOR—With imagination and 10 years experience in reporting, headline writing, feature writing, layout, makeup, and telegraph desk on metro dailies—seeks post with a future. Experienced in OCR and VDT. Box 29357, Editor & Publisher.

VETERAN 10-YEAR sports editor, photographer, reporter wants new challenge. Winner of both press and photography contests. Strengths: editing, page layouts, photography, knowledge of sports. Clips and resume available. Contact Don Cease. Box 270A, Rt 2, Pittsburg KS 66762 or call (316) 232-2038.

EDITORIAL

THEY'RE PLAYING POLITICS with my job, and I am tired of fearing for my job every time a new politician comes to town. Editor earning $15K, wide newspaper experience as reporter, copy editor, and night city editor, fluent in French and Spanish, best of references, seeks challenging position. Any location considered, but would prefer a spot where language ability would be used. Don Fairchild, 2523 Durwood (#111), Austin TX 78704. Phone (512) 443-3028 weekends or after five o'clock.

SPORTSWRITER—Have covered preps to pros two years for award-winning daily in Big Eight city. Seeking move to larger daily. Will relocate anywhere. Contact Dave Reynolds, 135 Dotson Dr, Ames IA 50010. (515) 292-6759.

ONE OF THE ORIGINAL Paris Metro editors is available! Creative back-of-the-book editor/writer with heavy copy edit and production experience seeks stateside career. Box 29389, Editor & Publisher.

YOUNG PRO—Do-it-all sports editor on small daily, 24, seeks move to sports desk on larger daily. Zones 1, 9. Box 29387, Editor & Publisher.

REPORTER-PHOTOGRAPHER—3 years daily and weekly experience. 5 years White House writer. BS in journalism. BA in English. News nose; workhorse. Salary at least $225 a week in any region. Box 29384, Editor & Publisher.

VETERAN sports editor seeks similar position on small town PM newspaper. MA fellowship winner. Wes Dumont, PO Box 360, Las Vegas, New Mexico 87701.

PHOTOJOURNALISM

PHOTOJOURNALIST—After 7 years "on the streets" in New York City as a freelance photojournalist, with excellent editorial and photographic skills, inflation has won and it's time to look for a good staff position with the dailies or a wire service. I would consider relocating to Zones 1, 2, 3, 8, 9 or an overseas assignment, if the offer is right. I'm 32 and supporting a family of 5, so please, no $175 a week offers, thank you. Respond to Box 29009, Editor & Publisher.

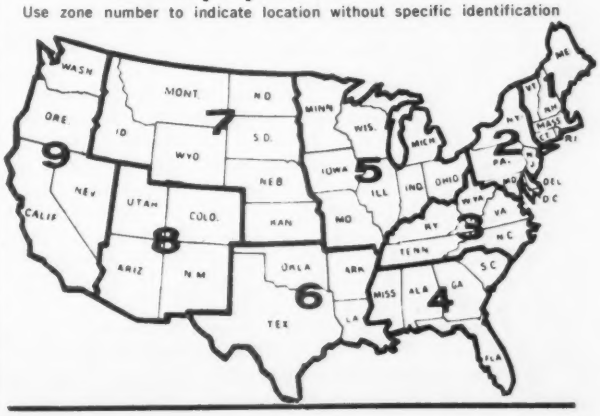
ENTERPRISING/Talented/Dedicated photojournalist seeks staff post on photo-conscious daily NOW. Timothy McIndoo, 1640 N. 4th St, Sheboygan WI 53081.

CREATIVE, hard-working photographer/reporter seeking entry position on daily or weekly. Have camera, will go anywhere. For resume and portfolio write C. Goebel, 3407 Paiute, Scottsdale AZ 85251.

PHOTOJOURNAHOLIC—Hard-working, reliable, seeks immediate position on small California, Arizona, or Florida daily. Experience in editing, reporting. Sigma Delta Chi award for recent NEWSWEEK photo. Box 29127, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty

By Robert U. Brown

Changing needs of readers

"Changing Needs of Changing Readers" is the name of the study done for ASNE by Yankelovich, Skelly & White, Inc., which *E&P* has been serializing. (Part three appears this week.)

E&P's introductory to the series said the study showed that newspaper editors have gotten far too interested in Paris and Peking while readers are far more interested in local chicken dinner news.

We wonder if it was ever any different. Perhaps the title should have been "everything has changed, but everything remains the same."

In an article written for E&P 55 years ago (Oct. 25, 1924) the late William Allen White, editor of the *Emporia* (Kans.) *Gazette*, wrote:

"The important editorial field of the small city newspaper is the local editorial . . . The average local reader of a small town of under 100,000 population wants, above everything else, guidance on local matters, such as, say, milk inspection, city bonds, public utility problems, parks, schools, local amusements, and all the other thousand and one things concerning their daily life."

White was referring to the editorial columns but the same thing could have been said about the news columns and the reader's interest in the news. He continued:

"They are not touched, appreciably at least, or not consciously by the plots of Turkey nor, in knowing whether Mussolini has complicated his politics with an assassination, nor in the crimes against Ireland. And those who are interested in such things can find them more intelligently expressed in the larger city dailies or the weekly organs of opinion.

"A few editorials a month on national subjects will save the small city editor's face as a national editorial writer, and the rest of the editorial space may well be given to things nearer home. And the nearer the editorials are to the hometown people, the more they will be read and the more deeply the editor himself will be respected."

Twenty-four years later in 1948, Jenkin Lloyd Jones, editor of the *Tulsa Tribune*, delivered a stirring speech to ASNE on the subject of "Afghanistanism" which pretty well echoed White's comment.

"The tragic fact is that many an editorial writer can't hit a short-range target," he said. "He's hell on distance. And there's a lot that is comfortable about this distance. It takes guts to dig up the dirt on the sheriff, or to expose a utility racket, or to tangle with the governor. They all bite back, and you had better know your stuff.

"But you can pontificate about the situation in Afghanistan in perfect safety. You have no fanatic Afghans among your readers. Nobody knows more about the subject than you do, and nobody gives a damn."

Things hadn't changed much in the generation between White and Jones, and it doesn't seem to have changed much since then.

White shifted his aim to circulation matters, and wrote in E&P:

"I have been running a country newspaper nearly 30 years in one town. I have been stung by piano contests, automobile prizes and premiums, and fancy high-paid canvassers with systems and all sorts of fakirs and humbugs who blow into the small city editorial office.

"I have found there is just one way to get circulation and that is to deserve it and to pay for it in the good old-fashioned way.

"The way to pay for it is not to go and hire a fast-thinking organization to inflame the readers of your loathed but esteemed contemporary. That gets nowhere permanently.

"The way to pay for your subscribers is to buy the best local news. Hire good reporters. Print the best newspaper in your town. Keep publishing the best newspaper in your town. Take the loss of printing that best paper in town for a month, 6 months, a year. Virtue is its own reward. Sooner or later readers will come to you, if you keep printing a better newspaper than the other fellow.

"Don't be afraid of piano contests, auto gifts, nor any of those funny stunts used by your opposition. Those things cost more than they are worth and always leave a bad impression on the public. The people know the other fellow is scared as soon as he begins to put on parades and go outside of the news room to get circulation. It is better to spend your dollar on the payroll, than to throw it on the street to pay for shoe leather for high-priced canvassers."

Isn't that the message we are still getting today?

L.A. Times record

The *Los Angeles Times'* three millionth classified ad was published July 7, two days earlier than last year. The Times published 5.8 million ads in 1978, a new record.

In addition, the July 8 Midyear Edition of Times' Classified contained 410,183 lines of paid advertising, the highest linage in Times history.

This year's Midyear Edition contained 22,073 ads in 148 pages. In addition to the full-run linage, suburban sections ran 260,288 lines in 11,821 ads, to bring the day's production total to 670,471 lines—and 33,894 ads.

Top exec changes made by N.Y. Times

The New York Times Company has made several key changes in its top management structure.

Walter Mattson, 47, was elected president and chief operating officer and becomes a member of the board of directors. All five operating divisions of the company will report to him. Mattson was previously an executive vice president of the Company and general manager of the New York Times.

Arthur Ochs Sulzberger, who had been president, continues as chairman and chief executive officer of the Company and as publisher of the newspaper. The newspaper's news and editorial departments will still report directly to him.

Mattson

Sydney Gruson, 62, was elected vice chairman and a member of the board of directors. Formerly an executive vice president, he will serve as Sulzberger's deputy and head an expanded corporate development group.

James C. Goodale, 45, also was elected vice chairman and a member of the board of directors. He will serve as general counsel.

Benjamin Handelman, 54, has been appointed deputy to Mattson and John D. Pomfret, 51, has been appointed general manager of the New York Times.

Michael E. Ryan, 41, becomes vice president for law, finance and administration. Solomon B. Watson IV, 35, was elected secretary.

Goodale was formerly executive vice-president. Handelman, a senior vice-president, was formerly deputy director of the affiliated companies, and Pomfret, also a senior vicepresident, was previously assistant general manager of the Times. Ryan was formerly secretary of the company and Watson, assistant secretary.

"These changes are the result of a thorough evaluation of our corporate strength and management structure, and reflect our growth from a one product company to an international communications organization," Sulzberger said.

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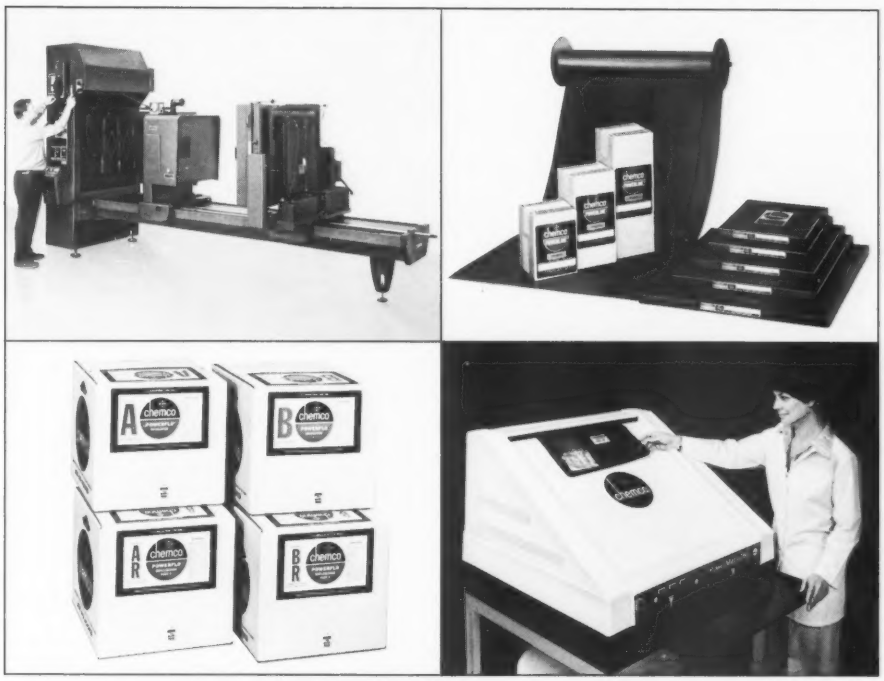

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